



Fall 2012 Press Release

Peek Away® Introduces Its Updated 4-In-1 Essentials Nursing Kit

October 14, 2012 Peek Away® has unveiled its updated 4-In-1 Travel Nursing Kit to retailers at the All Baby & Child (ABC) Expo in Louisville, Kentucky. The fresh new look, added comfort and durability is the product consumers are excited to find at the ABC Show. This ingenious design makes our product unique and stand in a class of its own.

The updated line from Peek Away® has changes and added features that improve the comfort in nursing and ease for traveling. The pillow's dimensions have increased to 4 ½ x 14 ½." A firmer foam support with an increased height helps the baby rest in a comfortable position when nursing. The matching nursing cover, included in the kit, has its own stationary strap and the handbag has a removable strap that can be used to wrap around mom's waist to keep the pillow in place when she's nursing. The nursing cover has a larger soft velvet-like inside pocket that can double its use as a burp cloth. When in travel mode, the pillow's strap can be used to carry the pillow like a handbag, which has two small pockets on the inside for storing keys, a cell phone and other small necessities.

The pillow continues to conveniently transform into a diaper changing pad with its built-in wipe case, and storage compartment, but has been redesigned for greater durability. The diaper change pad is thicker and is made of a commercial grade water barrier canvas and the back side is made of neoprene. The pad has increased dimensions of 27"x14 ½" with its redesigned industrial strength built-in wipe case. The wipe case is still easily removable for refilling and when washing the pillow.

Peek Away® is a proud member of the Juvenile Products Manufacturers Association (JPMA) and is committed to ensuring our products go beyond the standard requirements as stated in our manufacturer's legal Product Safety Pledge.

Peek Away's 4-In-1 Essentials Nursing Kit has three new beautiful modern fabrics to choose from. Come by booth 2740 to get a hands-on demonstration of how this product works. Peek Away® will be featured in the ABC's Runway Fashion Shows.

A "MUST HAVE" for nursing moms' on-the-go!

PEEK AWAY

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