



bibagogo[®]
go ahead. get messy.

Media Kit



Product:	Bibagogo®
Marketing Description:	Bibagogo® is the all-in-one roll & go baby and toddler bib that includes and stores a spoon and 2 facecloths.
Target Market:	Baby/Infant -6-18 months (Feeding bib) Toddler/Child -18 months-5 years (Craft bib)
Target Sales Market:	Parents/Families Grandparents General public needing baby gifts
Distribution Market:	Specialty gift stores Baby/Children Boutiques Internet sales North American-made focused retailers Daycare Centres Private early childhood schools Retailers featuring family/children travel gear Holiday destination retailers
Internet Market Sites:	www.bibagogo.com www.isisunders.com
Social Media Sites:	www.twitter.com/bibagogo Facebook - Bibagogo & ISISunders
Trade/Retail Shows:	Alberta Gift Show 2008 One of a Kind Show Vancouver 2008 Vancouver Island Baby Fair 2009 One of a Kind Show Vancouver 2009 Maggie Walt's Hidden Gems Event 2009 Butterdome Spring Craft Sale Edmonton 2010

Design Studio address:

10150-122 Street, Edmonton, Alberta T5N 1L6
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Contacts:

Catherine Finlayson, B.Sc. HEc., sales, marketing & public relations
Kathleen Todoruk, B.Ed , design, research & production

Why ISISunders products?

- Designed in Canada
- Made in Canada
- Unique & limited edition designs
- Quality materials and fabrics.
- Tested by moms, dads & babies.
- In support of local businesses.
- Award Winning

bibagogo® deluxe

- Bib, spoon & 2 facecloths
- Hidden pockets containing spoon and cloths
- Roll & go bib
- Stain-resistant fabrics
- Fits baby to toddler
- Catch everything bottom pocket
- Long in length - tuck under tabletops
- Wide width and comfortable to move in
- Adjustable snap neck fasteners
- Portable, durable & washable
- Ideal for home & travel use



Bibagogo® Product Features & Benefits:

All-in-one

Bib comes with spoon and two facecloths which are tucked neatly in the hidden pockets designed on the back of the bib.

Roll & go design

Convenient design where bib, spoon and facecloths roll up together for ease when traveling. When bib is messy, roll mess and all down into bottom pocket so to be contained until home for washing.

One size fits baby to toddler

Long lasting bib. Great for a lifetime of feeding, eating and playing. A feeding bib that can also be the child's arts & craft bib.

Stain-Resistant

Safe coated cottons. Great for feeding and arts & crafts.

Extra-long in length

Greater ease to tuck under high-chair trays and tables. Length protects clothing. Super stroller and car seat snacking bib.

Wider in width

Wider width across shoulders to fit toddlers and wrap around babies/infants.

Snap neck fasteners

Adjustable neck size with snaps and cannot be pulled off easily like other closure styles.

Catch-all bottom pocket

Catch crumbs and mess plus storage pocket for bib and mess traveling back home to the wash.

Easy Clean Up

Wash and wear daily. Wipe clean with towel or rinse under running water. Machine washable. Will air dry quickly when hung open over highchair, attached to stroller or diaper bag.

Ultimate travel

Have everything together - bib, spoon and cloths, store puzzle pieces or toys in pockets for those times waiting for food at restaurants. Roll up mess and all when out and about. Portable bib for baby bag, purse, stroller/car seat snacking and handy during trips away.

Unique patterns colors

Fashionable choices beyond the typical baby designs.

Canadian Made

Supporting Canadian economy & employees

Customer feedback:

My bibagogo is now being used by my second child after 2 years of daily use by my first. This bib has gone through daily machine washing. The bibagogo looks great and is being used daily as a play bib by my 6 months old and feeding and play bib for my 2 year old. When I am busy with my 2 year old, I often put my other little one in his Bumbo seat with the bibagogo on. The bottom pocket hangs perfectly to hold little toys, spoons, and "stuff" for him to occupy himself with. I love it. Not only does it work for feeding my children but it is multi-purpose. Thanks."
- Mom of Two Busy Kids



ISISunders Company Description

"ISIS" , as defined in Wikipedia, is the Egyptian goddess who was worshipped as the ideal mother and wife, matron of nature and magic; friend of slaves, sinners, artisans, the downtrodden, as well as listening to the prayers of the wealthy, maidens, aristocrats and rulers. ISIS is the Goddess of motherhood and fertility.

"Unders" is our name for underwear.

ISISunders is a Canadian company based out of Edmonton, Alberta that designs and produces practical fashion and protective personal wear for women and babies. ISISunders strives to design and produce items that will make life easier through fashion.

KATHLEEN TODORUK: design, research & production

Kathleen Todoruk, of Todoruk Design, is the designer in charge of the production design, research and productions. Kathleen has years of experience and knowledge with textiles and design. As a graduate in Bachelor of Science and Home Economics with a major in Design, Kathleen pursued design in ready-to-wear, costuming and couture. Kathleen's drive to personalize fashion and customize design as successfully impacted the development of products that ISISunders offers. Read more of Kathleen's design accomplishments and experience on her website, Todoruk.com.

CATHERINE FINLAYSON: sales, marketing & public relations

Catherine is a former early childhood teacher and now a busy mom to 2 children and ISISunders. Catherine has years of sales experience working in the field of medical pharmaceuticals and retail sales. Being a mom, her experiences working with children, families, health care professionals and the retail world has assisted in the creation of ISISunders and its' products.

Parent Company

ISISunders

Business Type

Design, production and manufacturing of practical fashion and protective personal wear for babies and women.

Legal Form of Ownership

Partnership

Customer feedback:

*Seriously worth every penny!
I think I need one sometimes.*
- John T.



Media Kit **Background**

ISISunders Story:

ISISunders is presently sourcing out appropriate materials, creatively designing, testing, altering, redesigning and researching the market-place so to revolutionize the world of infant and women’s incontinence wear. Kathleen and Catherine’s creative energies in design and production has extended beyond underwear design.

The first creative and practical baby product launched by ISISunders is the all-in-one roll and go bibagogo®. Truly an everyday necessity for babies and toddlers to wear with a twist of practical fashion.

This innovative product has been featured at Canadian One of a Kind Shows and is now launched across Canada and soon-to-be available throughout the United States in 2011.

ISISunders is pleased to say “Designed and Made in Canada”. Finding a product, let alone a baby product, that is made in Canada is very rare. To keep ISISunders’ production in Canada has been a challenge for Kathleen and Catherine. It is common knowledge that small, locally-owned businesses can play a role in creating a vibrant, local living economy. But there is also a sad reality that in this era of globalization, small-scale businesses have a hard time staying alive and prosperous. Support for local businesses needs to start within the North American marketplace. Financial sacrifices as lower profit margins is the reality. ISISunders is determined to keep the products Canadian-made. So ISISunders will forage away slow and steady, one practical and protective product at a time.

Bibagogo® Story:

The Bibagogo®’s great roll & go practical design was the ‘brain-child’ of a new father who could not stand the bottomless pit of the baby bag when asked to get something for the baby. The baby feeding spoon always seemed to be missing in some tucked away corner of the baby bag or forgotten about all together. The bib was always squished at the bottom of the baby bag and left dirty from the previous trip out. The baby facecloths and wipes were in separate baggies lost amongst the crushed cereal bits.

One day, after being asked to get the baby bib, spoon and a cloth, this father threw up his hands and said, “why can’t this be all together?”

Customer feedback:

To tell you the truth.....I originally thought \$40 for a bib!?! Is it lined with gold???
But Derek and I believe in supporting friends and family, so hence, we purchased the Deco Circles bibagogo. And I’m very glad we did! We absolutely love it! It’s extra long to protect the clothes, the snaps on the back don’t scratch Jack’s neck like some bibs with velcro, it’s portable without the mess and cleans up very easy - especially since rice cereal seems to stick like wallpaper glue! And since purchasing the bibagogo, I’ve noticed other bibs on the market which don’t compare quality and design wise. Great job! Take care,
 -Lisa, Derek and Jack S.



Next thing you knew, Kathleen Todoruk designed his dream bib, materials were researched and production lines were tested. Catherine Finlayson then applied marketing 101 concepts to formulate the initial Bibagogo® launch into the baby world of feeding and craft bibs. Bibagogo® was honored by iParenting Media Awards for 2010 Excellent Products. The reviewers noted the Bibagogo is:

- “easy to transport. I liked the fact that there was a spoon and wash cloths built in. The design and pattern were adorable. It was easy to wipe off and fits nicely into the diaper bag., Very cute idea.”
- “The Bibagogo® is an all in one, washcloth and spoon that can be easily taken on the run.
- This is an extremely useful item and every mother is going to want this product.”

Bibagogo® was the recipient of a 2010 PTPA (Parent-Tested Parent-Approved) Media Award. PTPA provides an objective means to discover, appraise and promote new products designed to enrich family living. The PTPA Winner’s Seal is credible evidence to consumers and retailers that their product is exceptional. Because independent parent volunteers evaluate these products in their own homes, the Bibagogo® was chosen based on merit and consumer experience - not on commercial considerations.

In addition, Bibagogo® won the Father’s Day Mr. Dad Seal of Approval and the GreatDad Recommends award. These two programs recognize products and services that support the mission: giving men the resources, tools, and information they need to be the fathers they want to be and that their families need them to be. In recognizing how much they loved Bibagogo®, the dads said:

- “Bibagogo® is such a simple idea that it must have been invented by a dad! Dads love to have items like this in the diaper bag and at the ready. The Bibagogo® is a nicely stylish bib that comes rolled with everything baby needs for mealtime (well, except the food). Dads will appreciate having it in the bag ready for when they need to feed baby, and realize someone forgot to pack the bib and cutlery. For those of us dads who like knowing we’re well prepared and everything has a place, this rocks.”

Customer feedback:

Hello Ladies! I was so thrilled to find out that you both are behind the creation of such an awesome product, for the sanity of all mothers! I was visiting Hawaii and bought the bib the day before I left. At first, I thought I was crazy for spending money on yet another bib....but the sales rep at Sweet Mama told me I would never buy any other bib again. She was right!!! Our daughter Ella (9 months old), used the bib 5-7 times everyday for 2 weeks. I could not believe I only had to use the single bib the entire trip... It did not smell or stain! Many other mothers I met during our travels were asking where I purchased the bib. They loved how it folded into my purse without any mess and that it had a travel spoon!
Tanya



Bibagogo® Featured by:

Breakfast City TV Toronto

Corinne McDermott of www.havebabywilltravel.com
Baby travel gear
<http://vimeo.com/5557340>

Ellen Degeneres Show

Style Café Moms celebrity
baskets giveaways

Good Morning America

Basket of Must-Haves for
Mommy & Baby

The Early Show CBS News

Mommy must-haves

The Tyra Banks Show

Must-Haves for the Momto-Be

- Julia Roberts and children
- Laila Ali
- Regis & Kelly Show
- Amy Poehler
- AJ Cook & Nathan Anderson
- The Today Show

Bibagogo® Awards:

iParenting Media Award for 2010 Excellent Products

PTPA (Parent-Tested Parent-Approved) Media Inc's Seal of Approval for
excellence in family products, May 2010

Mr. Dad Father's Day Seal of Approval 2010

GreatDad Recommends award, June 2010

Customer feedback:

I now own 3 bibagogo deluxes and 2 bibagogo originals. It all started with one as a baby gift. I couldn't imagine mealtime without one. I keep two at home, one in the car, one in the baby bag and one in my purse. It has saved me on one occasion when I forgot the diaper change pad. Really don't leave home without one!
- Elizabeth,
mom of 9 month old.

