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Re-Think It Launches Dandelion Brand of 'Eco-sential' Baby Products

For more than 20 years, Re-Think It, Inc., has been developing fresh ideas and creations with a strong family focus. So it's not surprising that owners Amy and Craig Shumway recently had another new idea that led to a momentous decision: to create a new brand that would be as earth-friendly in every aspect as possible.

The result is Dandelion — a new division of Re-Think It devoted to the

design and manufacture of eco-conscious products that are both safer for babies and safer for the planet.

"A little over a year ago, my husband and I looked at each other and decided that we wanted to go in a new direction, that we wanted to make a real difference," says Amy Shumway. "So knowing the importance of reducing our impact on the environment, as well as knowing how savvy

momms are about what their babies touch and put in their mouths, the concept for Dandelion fell into place — to offer a comprehensive line of natural and organic products, created in an



earth-friendly way."

The first Dandelion products began shipping in April, and have already sparked reorders from many retailers. The initial assortment includes Rattles and Teethers, made of organic fabrics with natural corn filling; Developmental Toys, also made of organic materials and designed to introduce sorting, stacking, and exploring activities; Natural Feeding products, including corn-based plates, bowls, and utensils; and Organic Totes, featuring distinctive designs in organic canvas.

"We use corn-based material for our feeding products and for filling in our toys because plastic and standard fiberfill are petroleum-based, which is not environmentally friendly or something mothers want in their babies' mouths," Shumway says.

A wide range of new Dandelion products will launch in September, including organic plush and a layette collection, as well as others still under wraps. But throughout, Shumway emphasizes, all the products are designed to be affordable.

"In the past, eco-friendly products have been too expensive for many consumers," she notes. "So we manufacture in China to keep prices down — but we're also completely focused on safety and quality. In fact, we were way ahead of the curve regarding the new CPSC regulations."

Along with creating appealing and eco-conscious products, the company is working hard to carry its environmental goals even further. For example, Dandelion products come in minimal packaging made of recycled paperboard; the offices are working toward going paperless; and even trade show booths are made with recycled wood.

"It's amazing how far you can go when you start thinking that way," Shumway states. "We're trying to consider the whole ecosystem throughout our operations — and we think that makes us stand out." ■



Introducing eco-friendly products that complement those moments when life just feels right.



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