

# Noteworthy Newcomers

First-time JPMA exhibitors make their debut in Orlando. By Bahar Takhtehchian

**A**t press time, JPMA was preparing to host its final show with close to 350 exhibitors, 120 of which will be newcomers. As previously reported in *Earnshaw's*, the show has joined resources with ABC Kids Expo to host one joint event in 2008.

This year's JPMA show features a new Modern Child exhibit, which will include lines with creative, contemporary design that show an innovative use of materials and solve challenges. Additionally, the show will continue to have traditional tabletop exhibits, a student design competition and educational seminars. "We are so pleased that the 2007 show will be a sellout, with even stronger buyer attendance than 2006," said Andy Keimach, JPMA chairman. "It is gratifying that the final show managed by JPMA is successful. The very dedicated board of directors has made some tough decisions that will truly make our organization stronger and the benefits to our members even greater."

Here is a smattering of fresh faces you'll find on the show floor.



**Kaboost**

## Great Heights

Amir Levin, president of New York City-based Boost Corporation, has been surrounded by a large extended family for much of his life. At get-togethers, he noticed how unhappy the kids sitting in booster seats were acting. His observation prompted him to develop an alternative: the Kaboost, a lightweight fixture that snaps into chair legs, adding height from the bottom.

"It's very compact and more travel-friendly than most boosters. Also, it sits under the chair; so, from a psychological perspective, it lets a child feel like a grownup and gives them the ability to develop independence."

The Kaboost will be available for sale in June and comes in light beige, chocolate brown, titanium and green.

Call (877) Kaboost or visit [www.kaboost.com](http://www.kaboost.com).

## Bottle Service

As is the case with any busy mother, time is of the essence for Staten Island, N.Y.'s Elaine Noseworthy. Always on the run, the mother of two created a baby bottle holder that allows her to feed her sons without taking them out of their

**Bottle Buggy**



**Beautiful Ideas**



**Packin' Smart**

**My Royal Heinnie**



**ABC Fun Pad**



strollers or carriers.

"The Bottle Buggy helps with the process of shopping, running errands or traveling," Noseworthy, president of Bottle Buggy Inc., explained. "You hook it on the carrier and go. Your hands are totally free to do other things."

After unofficially launching the product in a few local stores, Noseworthy decided to broaden her reach by attending this year's JPMA show.

Call (646) 739-3775 or visit [www.bottlebuggy.com](http://www.bottlebuggy.com).



**Itzbeen**

## Cute and Compact

Miami moms Karen Rappaport and Denise Goldman created the My Royal Heinnie diaper purse in an effort to "downsize the traditional diaper bag." My Royal Heinnie is equipped with a trademarked SmartWipes dispenser built right into the bag.

"We're really all about efficiency and providing a design that helps moms stay organized and have everything they need at their fingertips," Rappaport said.

The friends and business partners founded Too Hot Mommas, LLC, in January 2006 and immediately started marketing their diaper purses in Miami stores and online. For spring, the bags will be available in an assortment of colorways such as Hot Lips (red and camouflage) and Truffle (chocolate brown and aqua). Their bags can be used as shoulder bags or as a diaper organizer that can be stuffed into a larger bag.

Call (305) 395-6952 or visit [www.myroyalheinnie.com](http://www.myroyalheinnie.com).

## Snacking Solutions

Unable to find a compact, reliable food dispenser that fit their needs, Hoffman Estates, Ill. moms Jee Kim and Kristen

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