



Baa Baby





# About Us

I'm Helen, brand owner here at Baa Baby. Our gorgeous snuggly brand is run independently, near my family home in rural Lincolnshire. Although my little ones aren't so little anymore, Baa Baby is still very much led with my family-oriented philosophy centred around care and kindness being the most valuable currency.



## Our Promises



### To Give Back

We do business responsibly, planting trees for reviews, donating from each sale to Rays of Sunshine Children's Charity and supporting socially responsible causes



### To Care for Mother Nature

We only re-use sheepskin from free roaming flock that would otherwise be destroyed. Totally natural, our merino sheepskin is sustainable and as kind to earth as it is to baby



### To Strive for Better

We are the premium choice for baby sheepskin - customer centric we are always evolving from our jute packing bags, to OEKO-TEX™ certification, we pride ourselves in exceeding our high customer expectations

# Why Sheepskin for Baby ?

- Naturally breathable and thermostatic
- Perfect for all seasons - warm in winter, cool in summer
- Naturally moisturising due to lanolin in the fleece
- Pressure relieving and supportive
- Comforting, soothing and aids sleep
- Dirt repelling and anti microbial
- Naturally flame retardant
- Sustainable, re-useable and biodegradable

# Why Choose Baa Baby ?

- Multi- Award winning brand
- OEKO-TEX 100™ certified pram liners
- Pram liners cut from a single fleece, with no budget stitching or seams
- 5 Star independent reviews
- Clear eco-credential, ethically sourced and sustainable
- Premium reusable jute packaging
- Supporting Rays of Sunshine Children's Charity



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Your pram,  
*naturally better*

## Our Award Winning Sheepskin Pram Liners

Enjoy thermostatic and breathable benefits all year round. Our pram style liners are cut in the traditional shape which most parents are familiar with, our pram liners however are anything but ordinary.

### How our pram liners set us apart?

- Hand cut from a single fleece with no stitching or seams
- Luxury merino sheepskin ethically and sustainably sourced
- Packaged in a luxury jute shopping bag as standard
- OEKO-TEX 100™ certified – safety and testing our priority



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# Pram Style Liners



Pram Style Liner Milk Shorn  
Neutral cream sheepskin  
**SKU BAA-PRAM-MILK**



Pram Style Liner Honey  
Traditional pale honey sheepskin  
**SKU BAA-PRAM-HONEY**



Pram Style Liner Ivory  
Warm white sheepskin  
**SKU BAA-PRAM-IVORY**



Pram Style Liner Latte  
Perfect pram neutral shade  
**SKU BAA-PRAM-LATTE**



Pram Style Liner Leopard  
Special edition leopard print  
**SKU BAA-ALLST-LEOP**



Pram Style Liner Grey  
Gender neutral shade  
**SKU BAA-PRAM-GREY**



Pram Style Liner Latte Long  
**SKU BAA-PRAM-LATTE LNG**



Pram Style Liner Milk Long  
**SKU BAA-PRAM-MILK LNG**





## Our Award Winning Sheepskin Buggy Liners

Our newest design sheepskin buggy liner has all the benefits of our pram style liner with some unique features which offer flexibility over fitting

- Vertical harness openings with velcro close allowing the whole harness to pull through
- Compatible with fixed 5 point harnesses and 3 point harness systems (Cybex™, Uppababy™)
- Tapered waist and seat shaping to mirror the evolving shape of pram and buggy seat

All whilst maintaining our luxury production values ensuring hand cutting from a single fleece of sheepskin



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# Buggy Style Liners



Buggy Style Liner Milk Shorn  
Traditional pale cream sheepskin

**SKU BAA-BUGGY-MILK**



Buggy Style Liner Honey  
Traditional pale honey sheepskin

**SKU BAA-BUGGY-HONEY**



Buggy Style Liner Ivory  
Perfect ivory shade

**SKU BAA-BUGGY-IVORY**



Buggy Style Liner Grey  
Neutral grey

**SKU BAA-BUGGY-GREY**



Buggy Style Liner Leopard  
Special edition leopard print

**SKU BAA-BUGGY-LEOP**



Buggy Style Liner Latte  
Perfect pram neutral shade

**SKU BAA-BUGGY-LATTE**



Buggy Style Liner Latte Long  
Perfect pram neutral

**SKU BAA-BUGGY-LATTELONG**



Buggy Style Liner Milk Long  
Neutral cream sheepskin, long hair

**SKU BAA-BUGGY-MILKLONG**





# FLATOUT

Soft, snuggly and soothing. Hand made from 100% Australian sheepskin, shaped like a flat teddy bear. The perfect natural comforter and sleep companion.

Family owned and operated since 2001.



Family owned  
and run since  
2001



100%  
Australiansheeo  
sheepskin



over  
450,000bears  
sold worldwide



Helping  
Cambodian  
families



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# FLATOUT collection

## Big Bears

 **FLATOUT** *bear*™



**Honey**

FLAT-BEAR-HONEY



**Milk**

FLAT-BEAR-MILK



**Latte**

FLAT-BEAR-LATTE



**Chocolate**

FLAT-BEAR-CHOC



**Koala**

FLAT-BEAR-KOALA



**Rosie**

FLAT-BEAR-ROSIE



**Bluey**

FLAT-BEAR-BLUEY

## Baby Bears

 **FLATOUT** *bearbaby*™



**Honey**

FLAT-BABY-HONEY



**Milk**

FLAT-BABY-MILK



**Latte**

FLAT-BABY-LATTE



**Chocolate**

FLAT-BABY-CHOC



**Leopard**

FLAT-BABY-LEOP



**Koala**

FLAT-BABY-KOALA



**Rosie**

FLAT-BABY-ROSIE



**Bluey**

FLAT-BABY-BLUEY

# FLATOUT collection

 **FLATOUT***bearrug*<sup>™</sup>



**Milk**

FLAT-RUG-MILK



**Latte**

FLAT-RUG-LATTE



**Rosie**

FLAT-RUG-ROSIE



**Leopard**

FLAT-RUG-LEOP





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*Sheepskin snuggles for your little lamb*

## Our Bassinet Liners

For the parent who wants a simple hand cut sheepskin to fit neatly into their bassinet or carrycot - these liners have no harness openings and like all our luxury range, no patchwork or unsightly seams.

- OEKO-TEX™ 100 certified - safety and testing our priority
- Two sizes for pram carrycots or larger Moses baskets
- Available in our newborn neutrals and in shorn lambskin



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# Bassinet liners



Ivory White newborn liner  
OEKO-TEX™ 100 certification  
Packaged in premium jute  
shopper

Available in two sizes  
70x30cm or 80x40cm

**SKU BAA-BASS-WHTE-70**  
**SKU BAA-BASS-WHTE-80**



Warm honey newborn liner  
OEKO-TEX™ 100 certification  
Packaged in premium jute  
shopper

Available in two sizes  
70x30cm or 80x40cm

**SKU BAA-BASS-HONEY-70**  
**SKU BAA-BASS-HONEY-80**



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## Our Baa Baby Original Footmuff

For the parent who wants a full pram covering with the option to zip off the top to leave just a pram liner for the warmer months

- OEKO-TEX™ 100 certified - safety and testing our priority
- Vertical harness openings to fit every pram combinations
- Available in grey and black with neutral milk sheepskin
- Fully sheepskin lined



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NEW FOR 2024

# Baa Baby Original Footmuff

Lined with neutral sheepskin  
OEKO-TEX 100 certification  
Presented in a reusable storage bag

SKU BAA-FOOT-GREY  
SKU BAA-FOOT-BLACK



## WHY WE LOVE OUR FOOTMUFF



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## Baa Baby Hats & Mittens

Premium quality sheepskin puddy mittens on strings and traditional trapper style hat.

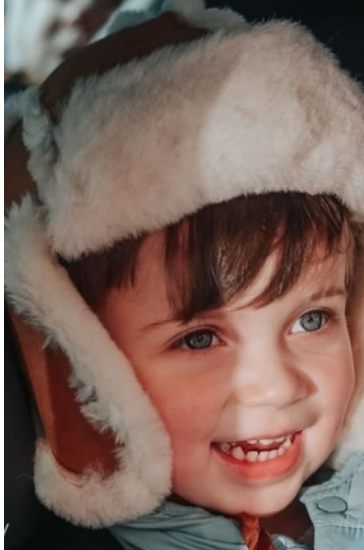
- Mitts and hats arrive 'gift ready' in a drawstring Baa Baby cotton bag
- Puddy style baby mittens on string without thumbs in 3 colours, for 0-15 months
- Larger sized puddy mittens on string with thumbs in chestnut for sizes 18mths-3yrs and 3-5yrs



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# Hats and mittens



Baa Baby Trapper  
3 sizes  
(0-1yr, 1-2yrs, 2-3yrs)

**SKU**  
**BAA-HAT-TRAP-01**  
**BAA-HAT-TRAP-12**  
**BAA-HAT-TRAP-23**

## Baa Baby Puddy mittens



CHESTNUT  
**SKU EASTC-PUDDY-CHEST**



**SKU**  
**BAA-MITT-THUMB -S (18mths - 3yrs)**  
**BAA-MITT-THUMB- L (3-5yrs)**



SAND  
**SKU EASTC-PUDDY-SAND**



GREY  
**SKU EASTC-PUDDY-GREY**



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## Baa Baby booties

Our beautiful sheepskin baby booties includes our unique range of nappa lambskin booties handmade in New Zealand, in a range of neutral shades

Synonymous with our brand these booties are deliciously soft, carefully crafted and loved by parents for their wriggle proof qualities

Our lambskin range is complemented with our newer tabbed booties, fully sheepskin lined and available from 0-3 yrs in chestnut

All booties arrive 'gift ready' in our cotton drawstring bag



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# Booties

## Lambskin booties



PEBBLE

**BAA-BOOT-PEB-06**  
**BAA-BOOT-PEB-612**  
**BAA-BOOT-PEB-12-24**



TAN

**BAA-BOOT-TAN-06**  
**BAA-BOOT-TAN-612**  
**BAA-BOOT-TAN-12-24**



GREY

**BAA-BOOT-GREY-06**  
**BAA-BOOT-GREY-612**  
**BAA-BOOT-GREY-12-24**



DARK GREY

**BAA-BOOT-DKGY-06**  
**BAA-BOOT-DKGY-612**  
**BAA-BOOT-DKGY-12-24**



'GIFT READY COTTON BAG'

## Tabbed booties



CHESTNUT

**SKU**  
**BAA-TAB-CHESTS (0-1yr)**  
**BAA-TAB-CHESTM (1-2 yrs)**  
**BAA-TAB-CHESTL (2-3yrs)**



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## Baa Baby packaging

We are proud to only use environmentally friendly packaging and, with the help of our customers, have grown our reusable designs with luxury and nature in mind. Our range includes :

Magnetic Keepsake Gift Boxes, to be treasured as a memory box, rather than thrown away.

Sturdy jute shopping bags optional on all our pram and buggy liners - designed to stand the test of time

Reusable cotton draw string bags free with all our booties, mittens and hats, making all of these items perfect for gifting

# Packaging

## Jute bags

SKU BAA-JUTE-BAG



## Giftboxes

SKU BAA-GIFT-MAG



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# Next Steps

We look forward to discussing your needs, how our brand can be best placed to provide maximum profitability for you and more importantly how we could work together

Please don't hesitate to contact via email or my mobile below if you would like any further details, our full terms and conditions or access to more of our range

Email: [Dee@baababy.co.uk](mailto:Dee@baababy.co.uk)

Phone: 07883 776586

## Terms & Conditions

Minimum Order £150 ex VAT

Carriage paid: £300 ex VAT

Lead-time: 3 days from receipt of payment, for large orders this might be longer.

We will always let you know when we confirm your order.

\*UK Mainland only, for orders outside the UK mainland carriage will be charged at cost.

Please enquire for a quote.

Payment terms: Proforma

Let's help each other and connect on social media, if you share any pictures of our products or your store displays featuring our products please remember to tag us.



@baababy



@baababyUK



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Your pram,  
*naturally better*

