

Business to fund new Shnuggle Baby Bath through crowd funding!

Thursday 7 March, 2013

Small business turns to crowdfunding to launch new product after banks fail to lend.

Adam, managing director, Shnuggle Ltd says, "Crowd funding is a great platform to launch a new product in the public domain, and gives us a chance to interact with our customers and enables them to influence the final product"

The new Shnuggle Bath is a beautiful and soft baby bath that is kinder to baby and keeps the water warmer for longer!

Designed and made in the UK, Shnuggle Bath mixes a beautiful contemporary design with some really useful features and is available in a choice of eye catching colours.

Made from a soft-touch foam that's gentle against baby soft skin, it features the unique Bum Bump™ to prevent baby from slipping under the water and the amazing insulating properties keep the water warm for longer, making baths enjoyable for babies and parents.

Shnuggle bath is available exclusively on www.crowdfunder.co.uk from 4th March for 45 days, where customers can pre-order from just £20 ahead of the official release or can visit www.shnuggle.com to get involved now.

Editors Notes:

Shnuggle Bath will launch in March 2013 exclusively to Crowdfunder backers, where the Shnuggle bath can be pre-ordered from just £20 including delivery and then be available on General Release in July 2013 for an RRP of £30.

Crowdfunder is a crowd funding website that allows new products to launch faster by letting their customers pledge to the project and receive the product as a reward for the investment.

The first production batch of Shnuggle Bath will be exclusively to crowdfunder customers, and we encourage all interested customers to visit www.crowdfunder.com from the 1st March to learn more and place their pre-order.

Trade enquiries, contact trade@shnuggle.com or Sinead Murphy on 07816 171487

Shnuggle Ltd is a family owned business started by a Mum and Dad to make innovative baby products that make life easier for parents. Their first product, Shnuggle The Modern Moses Basket is on sale now at Shnuggle.com and other outlets.

Shnuggle is a member of the Baby Products Association and their products meet all required safety standards in the UK and Europe.

Media:



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