Ergobaby Reintroduces Itself for a New Generation, Setting the Standard for What Real Comfort and Ergonomic Design Means

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New "Science of Comfort, Magic of Connection" platform brings together decades of research, design innovation and a new digital experience built for modern families

NEW YORK, NY (April 8, 2026) — Ergobaby, the global leader in ergonomic babywearing loved and trusted by millions, today announced a comprehensive brand evolution anchored in **"The Science of Comfort, The Magic of Connection."**

The rebrand introduces an education-led digital experience to bring clarity to a rapidly growing carrier market where look-alike products lack true ergonomic engineering, so parents can experience the full comfort, safety and bonding benefits of babywearing – without compromising on style and design. Backed by IHDI certification, AGR ergonomic endorsements and years of category leadership, Ergobaby is reintroducing the brand to Millennial and Gen Z parents with design forward credibility and science at the center.

For more than two decades, Ergobaby has shaped modern babywearing by combining ergonomically superior design with a deep understanding of infant development. As the market expands with products that may look appealing but lack true ergonomic structure, Ergobaby's renewed direction aims to help parents confidently identify what real comfort and healthy positioning look like, for both baby and caregiver.

A Heritage Brand Evolves for Modern Families

"Parents are navigating more choices and more opinions than ever," said Heberto Calves, CMO of Ergobaby. *"Not all carriers on the market are built with proper ergonomics, which means families may miss out on the comfort and safety then never get to the bonding babywearing can truly provide. This evolution doubles down on what defines Ergobaby - design you want to wear, grounded in the science that keeps babies and caregivers comfortable and connected."*

The relaunch reflects shifts shaping modern parenting, more engaged caregiving across partners, the rise of design-conscious millennial and Gen Z parents, hybrid work lifestyles and increasingly diverse family structures. Across these realities, Ergobaby's goal is simple: make it easier for parents to choose products that are beautiful, built for real life and grounded in science.

The Science of Comfort Puts Evidence Behind the Snuggle

At the center of the brand evolution is Ergobaby's commitment to pairing emotional connection with proven science. While babywearing has long been associated with bonding, Ergobaby emphasizes that comfort and closeness are enabled by rigorous engineering and medical insight.

Ergobaby carriers are backed by industry-recognized certifications and standards:

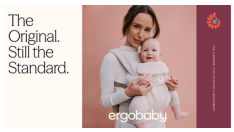
- Determined to be hip healthy by the International Hip Dysplasia Institute (IHDI)
- AGR endorsement for ergonomic design
- Compliance with ASTM and CPSC safety standards
- A lifetime guarantee across core products

Together, these standards reinforce the brand's commitment to science-validated comfort, safety and durability.

Helping Parents Cut Through The Noise

Not all carriers are created equal, many prioritize aesthetics over proper support. Real comfort and developmental benefits come from correct hip, spine and airway position for babies, along with even weight distribution for caregivers. Ergobaby's redesigned site makes these distinctions easy to understand, offering clear explainers and CGI visuals so parents can quickly recognize real ergonomics

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What's New in the Ergobaby Brand Evolution

Building on its scientific foundation, Ergobaby introduces:

- A new digital experience with improved UX,intuitive education tools, and CGI fit explainers.
- A refreshed visual identity built around connection, featuring real caregiving moments, shared parenting and modern families.
- Expanded retail presence designed to bring Ergobaby to more families and strengthen its position in the baby carrier category.
- More design-forward options to come that reflect personal taste without compromising performance.

This rebrand marks more than a new look, it reinforces Ergobaby's belief that comfort, connection and confidence should be accessible to every family. Grounded in science and shaped by real world parenting, the refreshed identity sets the stage for the next decade of innovation and support for growing families.

To learn more about Ergobaby's brand evolution, visit www.ergobaby.com. EU/UK press Office: Sidonie Goldman, email/Teams: sgoldman@ergobaby.co.uk

About Ergobaby

For more than two decades, Ergobaby has set the standard for ergonomic baby gear, earning the trust of millions of parents and caregivers around the world. Known for its award-winning baby carriers and thoughtfully designed products, the brand blends science-backed innovation with premium craftsmanship to support healthy infant development and everyday comfort. Rooted in a deep understanding of both caregiver and child, Ergobaby continues to evolve for modern families, championing connection, confidence and ease through every stage of early childhood. With a legacy built on a strong foundation, the company remains at the forefront of a category it helped define. For more information, visit www.ergobaby.com.

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