

## Shnuggle wins prestigious Red Dot Design Award

Thursday 1 May, 2014

The **Shnuggle Bath**, a Cosy Baby Bath has won the Red Dot design award. This prestigious prize is awarded by panel of internationally renowned design experts. [Red Dot Website](#)

Forty design experts from around the world judged the **Shnuggle Bath** to be innovative and beautiful. The bath is at the cutting edge of design with its iconic curves, specially created baby-safe material, and attention to detail.

As parents to three young children, Shnuggle founders Adam and Sinead Murphy knew what a baby bath should do: keep baby warm, safe and upright. They created a soft foam material that insulates the water. The bath is textured inside to ensure the baby is stable, and outside to allow for easy grip.

Adam Murphy, Shnuggle co-founder and managing director, said: "We're so proud to have received the Red Dot design award. We spent a lot of time ensuring that the bath met our strict design criteria: modern, beautiful, innovative and practical."

"The **Shnuggle bath** has been designed with baby and parent firmly in mind. We have been bathing our youngest daughter in a Shnuggle bath since she was just a few weeks old, so we have first-hand experience of how a well-designed product can help to relax babies."

The **Shnuggle bath's** innovative design features place it in the top league of design. The supportive 'Bum Bump' and sloping back supports babies from birth up to six months. The bath weighs just 400g, so can be carried easily while filled with water.

The Shnuggle bath comes in a range of colours, ensuring that it stands out from traditional plastic white baby baths. It is available for purchase from [www.shnuggle.com](http://www.shnuggle.com).

Red Dot initiator and CEO Prof. Dr. Peter Zec said: "The importance of a competition is defined only by its credibility. Clear criteria for granting awards, jury members with integrity as well as excellent framework conditions for product presentation are the characteristics of the Red Dot. With the great reliability that these factors ensure, our award has been uncovering design excellence in all conceivable product areas for a period of almost 60 years now."

Shnuggle have been supported by the Invest NI R&D Program, which is funded by the European Regional Development Fund. The company have designed an award-winning Moses basket which sells throughout the UK, ROI and Europe.

Shnuggle have been a familiar member of the nursery scene since the launch of the award-winning Moses basket which sells throughout the UK, ROI and Europe. The brand is known for its baby products that are innovative, beautiful, and practical.

More information about Shnuggle can be found at [www.shnuggle.com](http://www.shnuggle.com)

### EDITOR'S NOTES

1. For more information or images, please email Alexandra Swann at [Alexandra@shnuggle.co.uk](mailto:Alexandra@shnuggle.co.uk).
2. Trade and stockist enquiries should be directed to [trade@shnuggle.com](mailto:trade@shnuggle.com) or phone 028 9181 5169.
3. Please visit <http://en.red-dot.org> for more information on the Red Dot Design award.

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