Trekki Launches ‘The Pocket Wrap’ Baby Sling Carrier - the UK’s Most Practical Sling

Tuesday 29 September, 2020

Tunbridge Wells, UK - Sept 29th, 2020 — Trekki, the makers of naturally soft cotton wear for little ones, today announces the arrival of The Pocket Wrap®, the first baby sling of its kind in the United Kingdom. Sling carriers such as The Pocket Wrap are designed for parents who want to keep their baby close and happy, while keeping their hands free. **The Pocket Wrap’s key differentiating feature is a large front pocket that is perfect for storing small essentials that parents want close at hand**, such as dummies, debit cards, or mobile phones.

“It’s been shown that carried babies are more likely to develop a healthy secure attachment—that special bond between parent and child,” said Kate Hardy, Founder of Trekki. “Slings are especially beneficial in baby’s first three to six months as the soothing pressure and comforting sound of the parent’s heartbeat recreates the environment inside the womb. They can help calm crying and soothe the effects of colic & reflux, whilst the gentle sway of your movement helps baby drift off to sleep. In fact, it’s proven that carried babies cry less & sleep more.”

The adjustable nature of a sling also supports breastfeeding and makes it easy for little ones to feed on demand. These benefits, among others, are what make them the carrier of choice in babywearing and positive parenting circles.

Trekki’s Pocket Wrap is a first of its kind product for new parents in the U.K. as it features a large front pocket with a unique horizontal design. The Pocket Wrap is made with Trekki’s signature cotton blend that is a soft, lightweight, breathable fabric, with just the right amount of stretch and no harmful chemicals.

“When my daughter was born, my first sling gave me some freedom back,” continued Hardy. “But in the haze of those early days, I found that I was always misplacing things, especially the dummy and my mobile. That’s where the idea for The Pocket Wrap came from. I imagined it like a second skin, that keeps babies snug and mothers sane.”

The Pocket Wrap is suitable for babies ranging from newborn, infant, to toddler, up to 35 pounds (15kgs). The product is currently available in three colours - Earth, Grey, and Black. Prices begin at £24.97.

Interested buyers can shop now on Amazon with prime delivery or on Trekki’s web store.

For more information, visit www.trekkibaby.co.uk.

Media:













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