

**Contact: Reina Christian**

Baby K'tan, LLC  
Phone: (954) 889-5234  
Fax: (954) 239-1038

3721 SW 47<sup>th</sup> Ave. #307-308  
Davie, FL 33314  
www.babyktan.com

**BABYK'TAN®**

## Baby K'tan, LLC to introduce remodeled 3-in-1 K'tanCloth

*New version offers parent-suggested improvements*

**Davie, June 12, 2013:** Baby K'tan, LLC, makers of the award-winning Baby K'tan Baby Carrier have announced a new and improved version of their 3-in-1 K'tanCloth, an accessory piece that serves as a Burp Cloth, Nursing Cover and Blankie.

The enhanced K'tanCloth still offers all features of the company's original version including an open pocket design that catches spit-up to make burping mess-free, along with a smart Velcro attachment that ensures your little ones will never lose their favorite blankie. Additionally, its compact size offers a discreet nursing cover when attached to a carrier or nursing tank.

"The K'tanCloth is our answer to a travel-friendly accessory piece that solves multiple problems with one item," says Michal Chesal, inventor and co-owner of Baby K'tan, LLC. "As parents, we know that babies require lots of gear, and the more problems one article can solve the better!"

The updated version of the K'tanCloth swaps out the plain cotton on one side with a breathable micro-fiber mesh fabric designed to absorb messy spit-ups. The other side still boasts 100% natural cotton (free of chemicals and azo dyes) and features a colorful zigzag statement graphic that coordinates with the entire line of Baby K'tan Baby Carriers.



Michal Chesal  
President & Co-founder

Some of the changes made to the K'tanCloth were made as a result of suggestions from parents in the community on the company's Facebook page (<http://www.facebook.com/babyktan>).

"We listened to our customers. They told us what they needed to make their lives easier and we followed their lead" says Chesal.

The new 3-in-1 K'tanCloth is now available on [www.babyktan.com](http://www.babyktan.com) and is expected to be available through other specialty and mass retailers by the end of the month for \$12.95. The original K'tanCloth was the first accessory piece introduced by Baby K'tan, LLC in 2011 following the success of their Baby Carrier line.

### **ABOUT BABY K'TAN**

The Baby K'tan Baby Carrier was developed by two Florida families, each raising a child with special needs. One family has a child with Down syndrome and the other has a child who required heart surgery when he was four weeks old. The parents were inspired to create Baby K'tan when they could not find an existing baby carrier that suited their babies' needs. The Baby K'tan team proudly devotes a percentage of its proceeds to the American Heart Association and to organizations that assist individuals and families living with Down syndrome. The Baby K'tan Baby Carrier is available at retail stores across America, and at their online store. Check it out at [www.babyktan.com](http://www.babyktan.com), call 866-YES-KTAN, or e-mail [info@babyktan.com](mailto:info@babyktan.com).