



**For Immediate Release**

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## **Kolcraft Adds Baby Furniture Brand *Mira Studios™* to its Family of Brands**

(Chicago, IL) October 15, 2013 – Kolcraft® Enterprises, Inc. is proud to announce its newest venture in baby product manufacturing with the addition of Mira Studios, a new furniture division of Kolcraft that specializes in cribs and other baby furniture.

“This is a wonderful opportunity for Kolcraft to extend their reach into families’ lives and to continue to provide help and comfort throughout the many stages of a growing family.” Tom Koltun, President of Kolcraft.

Along with the new Mira Studios division, Kolcraft is pleased to announce its recent hiring of Scott Krueger, who will join the company as Vice-President of furniture. Within this role, Krueger will lead Kolcraft into the baby furniture market.

Scott Krueger brings over 30 years of experience in the juvenile industry. In 2005, he and his partners launched Westwood Design, a children’s furniture company. Scott’s product focus has always been on safety, engineering and design, and this focus has brought innovation to the juvenile furniture business. Scott Krueger has also served on the JPMA Board of Directors and has been heavily involved in setting industry crib standards.

Along with Krueger, Scott Bennett, a designer and engineer from Westwood Design, has also joined the Kolcraft team. With this newly formed experienced team and Kolcraft’s position in the marketplace, there are vast opportunities for expansion. Scott Krueger states, “We are very excited about our new home [at Kolcraft] and are ready to move the industry forward with new products and new ideas.”

Kolcraft will debut Mira Studios furniture line at the ABC Expo in Las Vegas, October 15-18, 2013.

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Kolcraft Enterprises, Inc.®, is a third generation family-owned baby gear company that began in 1946 in Chicago. As a family owned business, Kolcraft continues to promote an entrepreneurial approach in the development of “must have” baby products that make parents’ and caregivers’ lives easier. Kolcraft is proud to manufacture famous brand name baby gear under Contours®, Mira Studios™, Sealy®, Jeep®, MLB™ and Sesame Street® brands.