



FOR BABY, WITH LOVE

There's an innovative baby company in Canada that adds a special touch to any product bearing its name.



"We test our products on our *own* babies regularly, and improve where we have to until we all love them," says Kushies sales manager Ariel Kohan. What makes this special for the family-owned business is the ability to conduct comprehensive research before taking any product to market in a personal way. "We really are hands-on when it comes to our products because of this."

Indeed. Canada's own Kushies started life as Diana Dolls Wear Ltd. nearly 60 years ago, and grew to become the only Canadian manufacturer of doll clothing and accessories. In 1988, helmed by president/CEO Sam Perez and vice president Susan Malinowski, the company ventured into the infant children's market, developing the patented, internationally trademarked Kooshies brand of reusable, form-fitting, 100% cotton, washable diapers, which revolutionized the industry and came at a time when a new awareness of environmental issues influenced consumers' buying habits. Not to mention making diapering convenient for parents and healthy for baby.

Even now, Kushies continues to innovate the cloth diaper for today's savvy Mom. Ariel tells us, "Our next generation of cloth diapers and training pant, which feature new, faster drying fabrics, are scheduled to launch in April -with the convenience and experience we bring to all our products."

PIVOTAL GROWTH

In 2003, the company's name changes to Kushies and with it, an expansion that spans the globe. From educational toys to clothing, Kushies designs, manufactures and markets quality baby products and accessories. Fifty percent is manufactured in Canada using Made in the USA fabrics. All corporate and manufacturing personnel are housed in one facility located near Toronto, increasing efficiency with quick product turnaround. The company can make modifications or improvements at a moment's notice and inventory stays stocked. Coupled with a division in China and a full shipping facility in Niagara Falls, NY providing service to the U.S., Kushies is also known for outstanding customer service overall.

Kushies has broadened its focus on layette and children's apparel by launching a separate sales division in the U.S. The company has put these efforts in the capable hands of Christine McCarthy of CMSM, LLC, who monitors the ever-changing needs of the market, catering to the boutique business from credit to fulfilling orders, yet Kushies also services the mass and department store business.

Kushies is always reaching out to their consumer public as well. Tammany, responsible for business development and strategic marketing initiatives, is also editor of the newly published Kushies Online Magazine—a fresh interpretation of a company blog, if you will. The free monthly magazine provides information on nutrition and recipes, parenting, play, health, Kushies product spotlights and introductions, eco-friendly news and community feedback to parents of babies and young children. "We are always looking for new ways to evolve and stand behind our brand. The magazine seems a natural fit and an important service for the age range our products serve."



"We have a lot in the works and a lot on the go. It's an exciting place to be."

-Sam Perez

kushies®

FOR EVERYTHING BABY

The Kushies, Blue Banana and It's My Planet 2 labels encompass the company's layette and apparel collections, while the Zolo label is a line of education toys developed with the guidance of a team of experts in the field. Add to this accessories from Baby's 1st Toothbrush to On-The-Go Snack Bags to caps, booties, changing pads and more.

Designer Jessica P. tells us how the Fall 2011 apparel collections give the traditional palettes of pink and blue a modern twist:

"Our new playwear collections 'Queen of Hearts' and 'Mountain Adventure' explore palettes of berry and charcoal for girls and deep earthy tones of khaki and navy with splashes of red. 'Let's Play' appeals to the younger, trendier mom with whimsical, playful characters on a great solid palette, while Blue Banana's 'Little Star' collection is a ribbed 'basic chic' program with great simple detailing. And the new It's my planet 2 collection called 'It's my Amazon' has large screen printed illustrations with punches of contrasting embroidery. This is a bold and fashionable organic group, which I think mom's and dad's alike are looking for in organic layette."

The commitment to quality and customer service that Kushies exemplifies clearly explains the new mantra, "For Everything Baby." The way this company strives for excellence, it's no wonder that Kushies customers receive only the best, because it shows.

-written by Janet Muniz 