



Welcome to HippyChick Trade eNews

Happy New Year to all our retailers! We are looking forward to seeing you at the toy fair, the spring fair and obviously Harrogate but in the meantime please enjoy our latest newsletter!

January 2010



SHOO SHOOS £55 PACKS!

Our latest collection of Shoo Shoos means that we have a number of discontinued lines, in a variety of styles and sizes. We are, as before, therefore offering you a pack of 10 assorted boys, assorted girls or mixed packs for **just £55**. These represent a **potential 70% margin** to you at retail pricing! Ring us now on 01278 434440 to take advantage of this great deal - only whilst stocks last!

HIPPYCHICK WATERPROOFS

This extremely cold weather and the dark evenings make it essential that children have the right protective clothing for the great outdoors. Our stylish practical and breathable [HippyChick Waterproofs](#) are of the highest quality, fully adjustable and feature reflective safety piping. They are selling in huge numbers at the moment so order now to avoid disappointment - our colourful flyers will ensure your sales are growing too!



MOST USEFUL NEW PRODUCTS

No more lost socks and no more cold feet! [Sock Ons](#) are a simple yet highly effective solution to the problem of keeping socks on! Now we have the fabulous Sock On Gift Cards (pink or blue) at just RRP £4.99 - an ideal new baby present! From the same source we bring you [Dribble Ons](#) - **clever little bandana bibs that keep babies dry and dribble free**, made of a soft combination of stretch cotton and terry towelling which absorbs the moisture whilst at the same time being comfortable and cute to wear. Priced at just RRP £4.34 and available in 5 colours.



Bowled over by MY BUGGY BUDDY

BRAND NEW! The [My Buggy Buddy Clip](#) is the best way to attach any bag to pram and buggy handles. It is easy to use and doesn't mark the buggy. It's as easy as 123 - Clip... Attach... Unclip! Only £5.99 RRP, it is an essential piece of kit for when you are out and about. AND there is also a [lockable version](#) for £8.49 RRP - a great way to secure something to the buggy or more importantly to secure the buggy to something! [Order NOW!](#)



MUST STOCK ITEM - COT BED DREAM TUBES

[Dusky Moon Dream Tubes](#) (the innovative soft inflatable bed guard) topped a fantastic year by winning Gold at the 2009 Mother & Baby Awards in the extremely competitive Best New Innovation category. This really is a 'must have' nursery product - it allows toddlers to make the transition from a cot easily and safely. Ideal for children aged from 18 months. Available in both cot and single bed sizes. Don't miss out - [order NOW!](#)

EXCITING NEW CREATIVE TOY - KIDITEC

Manufactured in Switzerland and winners of the 2009 Kind und Jugend Innovation Award, [Kiditec building blocks](#) are an extremely versatile, modern construction system. The perfect present for girls and boys from 3 years. Kiditec offers children hours of fun - they can build and invent any shape they want from cranes to ride ons. They are stable, strong and extremely well made. Come and see for yourselves at the **Olympia Toy Fair (26-28 January) on Stand H44.**



PRODUCT OF THE MONTH - WALLABOO

The very popular [Wallaboo](#) range of fleece lined [pram](#) and [car seat footmuffs](#), [all in one suits](#), [hooded blankets](#) and [baby wrappers](#) is guaranteed to keep your baby snug and stylish **no matter how cold it gets!** Ensure your have sufficient Wallaboo in stock - it is simply flying off the shelves this month!

BEWARE IMITATIONS

Whilst imitation is the highest form of flattery, we would like to remind one and all that [HippyChick Bed Protectors](#) are the only multi award winning range on the market (two Golds and a Silver in 2009), as well as being endorsed by E.R.I.C, the National Childrens Continence Charity. This is certainly not an area where you want to find what you sell doesn't do the job... our range has increased recently to include [duvet](#), [pillow](#) and [sleeping bag protectors](#) as well as the Eco conscious Tencel wood fibre option. To order, please contact 01278 434440 or look online for current offers.



ADD SOME WIDGEYS TO YOUR ORDER – AN EASY SELL AND A GOOD MARGIN

Add some [Widgeys](#) to your next order - these multi use nursing pillows are extremely versatile and give great support to mother and baby when feeding, sleeping, reading, relaxing and playing. Also great pre-natal back supports and ideal for supporting a baby whilst they learn to sit. SEVEN fun prints (including TWO NEW!) and spare covers are also available.

FREE BABY SENSE DISPLAY STANDS!

We are offering fantastic grill display stands with a smart Baby Sense header board FREE to give you the best possible way to display this fabulous range. All you have to do is place a [Baby Sense](#) order of £300 (or more!). Please call Michelle in our office now on 01278 434440 to take advantage of this great offer. Start 2010 with a smart new look!



If you do not have a trade login call **Frances Barker** on **01278 434440** or email trade@hippychick.com. Please do not reply to this email.

www.hippychick.com/trade

