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## PRESS RELEASE:

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### Title: Bibetta appoints bébélephant as their UK distributor

Bibetta is delighted to announce the appointment of bébélephant as their new UK distributor.

Bibetta, the innovative baby accessories design company whose hero product is the multi-award winning neoprene UltraBib™, will be working with bébélephant with immediate effect to supply Bibetta's premium quality products to several national retail accounts.

Paul Brown, Bibetta's founder, states "we are very pleased to be working with bébélephant. They have an excellent sales reach and focus on modern and innovative brands and so have a good fit to Bibetta's inspiring range. bébélephant will be supplying Bibetta's current and exciting, forthcoming new baby products to the UK nursery and grocery multiples".

Managing Director of bébélephant, Elliot Bishop, is enthusiastic about the range. "This is a lovely brand which fits in so well to our current offering. It was great being able to meet buyers on the Bibetta stand at Harrogate and discuss future plans."

Bébélephant's appointment as UK distributor enables retail buyers to purchase Bibetta's products quickly and efficiently and get their unique and attractive designs in front of customers with ease.

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Contact bébélephant: Mr Elliot Bishop. [elliott@bebelephant.com](mailto:elliott@bebelephant.com) Tel: 0208 202 1467.  
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### PHOTO DETAILS (LEFT TO RIGHT):

1. Neil Dodds, of Sunfire UK Ltd., Bibetta's Global Business Development manager.
2. Paul Brown, Bibetta's founder and Managing Director
3. Elliot Bishop, bébélephant's Managing Director.

ENDS.

