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PRESS RELEASE:
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Title: Bibetta appoints Sunfire UK to lead their Global Business Development

Bibetta is delighted to announce the appointment of Neil Dodds, of Sunfire UK Ltd., to lead their Global Business Development activities as Bibetta looks to expand their presence into more international markets as well as the UK.

Neil brings a huge amount of experience from the international baby products industry including European General Manager for US nursery & infant toy company Infantino, European General Manager for MindsInSync 'Microdry' textiles and UK & International Sales Manager for Worlds Apart Ltd., a leading supplier of innovative children's toys, nursery room décor and creative storage.

Paul Brown, Bibetta's founder, states "Neil has hit the ground running following up on the 70+ international leads Bibetta gained from Kind und Jugend 2015 with great success. He has a considerable experience of sales and account management and setting up contracts and relationships with major retailers and international distributors. Neil will be working closely with Bibetta to build sales with current distributors, enter new export markets and will also be our sales contact with buyers of the UK nursery and grocery multiples."

Neil commented "I am delighted that Bibetta have chosen Sunfire UK to help them develop and expand their business and in particular to assist with international sales growth for their great product range. It is a pleasure to work with genuinely innovative products that deliver real consumer benefits as well as great profit potential for retailers. I believe the Bibetta range delivers on all fronts and they also have some great new ideas in development."

Bibetta's neoprene UltraBibs™ are regarded in many countries as the best all-round feeding bibs for comfort, performance and durability and they will be joined with a raft of other new, innovative products in 2016.

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