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## NOT JUST ANY BLANKET CAN BE A “BLANKIE”

### *Kaloo Introduces a Warm Blankie That Makes the World a Better Place*

(Montreal, Canada) March 29, 2006 – Remember when you were a child and rubbing the satiny corner of your blankie against your cheek made the world all warm and fuzzy? You probably still have that blanket. It’s one of the most treasured icons of your childhood. But because of the deep, emotional bond that a child develops with their blankie, not just any blanket can get the job.

In order for a blanket to be a “blankie” it must possess some very special qualities. And the new, warm blankies from the French baby company, Kaloo, are just what the pediatrician ordered. Called *Warm Doudous*, (in French, “doudou” means a blanket to wipe tears), they are guaranteed to make any baby feel that the world is a good and comforting place, even in the dark of the night.

*Warm Doudous* are made of ultra soft, cheek stroking, cotton velour. They are a cuddly cute 9” square, which makes them perfect for babies to hold (and moms to pack!) And they have been brilliantly constructed with a removable inner bag that can be placed in a microwave or a refrigerator to make it warm or cold. The filling is made with 100% natural organic wheat, so you can feel safe that only Mother Nature is cuddled next to your baby’s face.

Kaloo, the company started by Eric Panciulo, a French national who specializes in the design and production of soft toys and baby items, is taking America by storm. Originally set up for the European market, Kaloo now exports to about 35 countries.

The best quality materials are used and all items are produced according to the most stringent safety standards. North

American operations are handled by Kaloo’s Montreal office.

American moms have shown they are ready for the European sensibility, style and quality that are embodied by



Kaloo baby products. Their products are sold at specialty gift, baby and children's clothing stores, web sites, Saks Fifth Avenue and Nieman Marcus.



*Warm Doudous* are available in four different colors: Kaloo (multi color), Lilliblue (pink), Sable (beige) and Blue (blue). Like all Kaloo products, the *Warm Doudous* come snuggled inside a beautiful hatbox package. As a gift, it makes the presentation quite lovely! The suggested retail price is \$35, which is a reasonable price for something that your child will treasure for the rest of their lives. As a matter of fact, they'll probably end up in the family hope chest right

beside mom's blankie. The company also makes 20 styles of classic cuddle blankies without the wheat sack, which retail for \$17.50.

For more information, visit [www.kaloo.com](http://www.kaloo.com) and click on your language of choice. For information on a store near you, call 514-457-3088 or email [usa@kaloo.com](mailto:usa@kaloo.com).

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