

Quality and safety, Petit Bateau knows how to take care of babies

Our mission in life? To protect little ones. And we take our mission very seriously by wrapping them up in softness with our clothes from their very first hours in this world. Our watchwords are precaution, standards compliancy and prevention. With us, there is no risk of allergies, skin irritation or the presence of toxic elements. You can sleep better at night, and your baby too, as we're watching over you!

We make a point of working hard on the quality and safety of our products for newborns. This promise is part of our company ethos and we have built on it for ten years now by always using the same independent European label, Oeko-Tex®, a guarantee that our children's clothing is safe and risk-free.

Because, just between the two of us, it's all about trust, and we want to show you behind the scenes what these commitments that mean so much to us actually signify.

So what is Oeko-Tex?

For over a century, we have been designing lovely knitwear for newborns to clothe them from the very first few months of their new life. All our pyjamas, bodysuits and little accessories are rigorously checked one by one by this label in our factories. They are tested to very high specifications, based on international standards. Following this strict examination, more than 7 Petit Bateau products out of 10 are certified.

What do they check for? That the clothes do not contain any products that are harmful to our bodies and the environment (or that they contain such low levels that they are authorised as they are too low to be toxic).

So what does that mean in real terms?

Well here are a few examples that speak for themselves to help you understand. Take our comforters for example. They are fully lined with cotton, which means there is a layer keeping newborns away from the padding inside. This means newborns can chew on them perfectly safely. Our cosy newborn sleeping bags are also completely safe. When they are all snuggled up inside, babies can still turn over easily without waking up flushed and red.

So what about the quality?

We owe it to many years of research into materials. We have been constantly innovating in order to achieve results that meet the expectations of both babies and parents. We were the ones to first invent terry velours, the perfect thermal insulator, in our Troyes workshops back in 1960 to keep babies warm in their sleepsuits, and its cousin, terry cloth, the most snuggly and soft of fabrics, first appeared in our bath linen and smaller accessories. More recently, the clever blend of the softness of cotton and the warmth of wool, another one of our exclusive inventions, has arrived to supplement the well-being that children appreciate so much.

Petit Bateau quality is also a guarantee of the high standards to which we strictly adhere every day in the manufacture of our products. Therefore our first consideration is always:

- the comfort & well-being of little children; the seams in our bodysuits are flat for example to reduce rubbing;
- the durability of our clothes; they are made to last a long time, thanks to their high

standard of finish. We knit our own thread; *cocotte stitch* and our own innovative brand of pinstripe have even become our trademark;

- their safety; cords, poppers and zips are all designed with child safety in mind to prevent injury;

- their easy-care nature; no headaches for Mum or Dad, they can all be washed in the machine without any nasty surprises as they don't come apart and the colours don't fade.

Giving your children the best comes at a price. If you have been wondering up until now why our prices are slightly higher than some of our competitors, you will now know exactly why. That should put your mind at ease!