



## **Media Release**

### **For immediate release**

#### **phil&teds launch new lazyted – the “La-Z-Boy” for babies!**

Always adapting, phil&teds have just launched their new lazyted, a simple attachment that converts their double kit into an infant bouncer and toddler seat. Yet another innovative product from the phil&teds design hothouse.

The phil&teds double kit is the part that adapts their inline sport buggy into a buggy for 2 children. This double kit can now be further adapted to provide a comfortable infant bouncer with the simple addition of the lazyted adaptor kit.

“It’s so easy when you’re out and about,” says product designer, Nina Shin, “the frame clicks into four pieces and can be placed in a bag provided that fits in the parcel tray of your phil&teds buggy (the seat is of course part of the buggy)...so easy for visiting friends and family!”

And once you’re at your friend’s house and your baby’s tired just touch the lazyted slightly to delicately rock baby to sleep. The lazyted also comes with a head support liner, to ensure a newborn is nestled comfortably within, and a secure 5 point safety harness.

And as your baby grows so too does your lazyted; into a toddler seat in the upright position. Wow – how adaptable is that!

The lazyted fits in phil&teds sleep product category. phil&teds product range is designed to match the shape of a parenting day; a little pushing, some sleeping, feeding, carrying, driving and adapting. The products interconnect & complement each other, so that preparing for parenting is as simple as picking a least one product from each category (push, sleep, feed, carry, drive and adapt) and you’re there!

Other products in the sleep category include the t2 travelcot and the cocoon. which give parents the choice for their children to sleep practically anywhere.

The t2 travelcot is fantastic to use in various locations around the world, both indoors and out...including the Himalayas! It gives a child plenty of room and is the only one in the world that’s lighter than the baby.

The cocoon enables you to transfer a sleeping baby from the buggy to home with ease. It fits snugly in the phil&teds sport buggy when in the newborn position and you can choose whether baby is facing forward or facing you.

Sleep well with phil&teds...zzzzzz!

ENDS



Visit [www.philandteds.com](http://www.philandteds.com) for more information

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Images available.