

BABY & KIDS
NATIONAL BUYERS SHOW

my child

EXCELLENCE AWARDS 2012



My Child Excellence Awards night 2012



Lise with Alina Sack from ErgoPouch...



...and with the Pumpkin Patch team

**AFTER THOUSANDS OF
ENTRIES WE'RE EXCITED TO
ANNOUNCE THE WINNERS OF OUR
MY CHILD EXCELLENCE AWARDS,
WHICH WERE PRODUCED IN PARTNERSHIP
WITH THE BABY & KIDS NATIONAL BUYERS SHOW**

The prestigious My Child Excellence Awards were launched in 2012, in partnership with the inaugural Baby & Kids National Buyers Show, to recognise market-leading products and retailers within the pregnancy, baby and children's categories. The winners of this consumer-voted awards event were announced at a gala evening held in the Port Phillip Room at the Melbourne Showgrounds on May 9.

It was a night that brought the creative and entrepreneurial efforts of the pregnancy, baby and children's marketplace to centre stage. The evening began with clinking glasses, and industry players mingling and making new contacts and friends. From the podium, Baby & Kids National Buyers Show event manager Matt Randall and Dave Tredinnick, in charge of buyers' liaison, extended a warm welcome. Then the spotlight was handed over to Lise Taylor, publisher and editor of My Child, who kicked off the winner and runner-up announcements.



Now we can finally fill you in on the winners of both the Product Award categories and the Retailer Awards and Online Retailer Awards, which reward the highest levels of service, quality and performance within our industry.

Thank you to all of the the companies and individuals who were involved in these awards, and congratulations to all of our winners!

And the award winners are...!

**BEST ECO-FRIENDLY
PRODUCT**



WINNER

Cushie Tushies
Modern Cloth Nappy \$35.95



RUNNER-UP

Pea Pods Flushable
Nappy Liners \$9.95



RUNNER-UP

The Natural Kids
Collection Wrap \$24

BEST ACCESSORY
FOR BABY



Best
overall
product

WINNER

ErgoPouch
ErgoCocoon Baby Swaddle \$29.95



RUNNER-UP

Lupi Lu
Toilet Seat \$99



RUNNER-UP

Braun ThermoScan Ear
Thermometer \$129



RUNNER-UP

Cushie Tushies Aqua
Swim Nappy \$19.95

BEST FEEDING PRODUCT



WINNER

Philips AVENT
Electronic Breast Pump \$249.95



RUNNER-UP

Miinki Moop
Qubies \$19.95



RUNNER-UP

BambinOz
PortaChair \$79.95

BEST TRAVEL PRODUCT



WINNER

ERGObaby
Carrier \$159



RUNNER-UP

Safe-n-Sound Meridian
AHR Car Seat \$599



RUNNER-UP

BabyBjorn Travel Cot
Light \$395.95

BEST CARE PRODUCT



WINNER

Itti Bitti Bitti Tutto One Size Fits Most
Nappy \$36.95



RUNNER-UP

Gaia Skin Naturals Bath
& Body Wash \$11.50



RUNNER-UP

Sudocrem
Healing Cream \$6.29

BEST ACCESSORY
FOR MUM



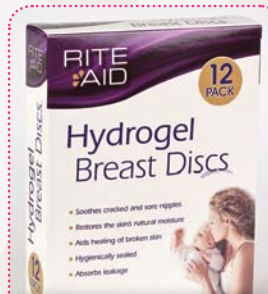
WINNER

BabyBjorn
Baby Carrier Miracle \$199.95



RUNNER-UP

Fertile Mind
BellyBelt \$29.95



RUNNER-UP

Rite Aid Hydrogel
Breast Discs \$7.99

BEST PRAM



WINNER

Maclaren
Techno XLR \$599.95



RUNNER-UP

Stokke
Xplory \$1,699



RUNNER-UP

Valco
Rebel Q \$699

BEST BABY TOY



WINNER

Tiny Love
Gymini Move & Play \$119



RUNNER-UP

QuickSmart Scuttlebug
3 Wheel Ride On \$39.99



RUNNER-UP

Penny Scallan Design
Animal Cuddlies \$24.95



RUNNER-UP

Stuck On You Teddy
Bear \$59.95

BEST CHILDREN'S TOY



WINNER

LeapFrog
LeapPad Explorer \$229.99



RUNNER-UP

On The Gro
Imaginabox \$19.95



RUNNER-UP

WeeRide
First Balance Bike \$129

BEST FURNITURE
PRODUCT



WINNER

Stokke
Tripp Trapp Chair \$349



RUNNER-UP

Baby Design
Baby Bean Bag \$119.95



RUNNER-UP

Danish By Design
Leander Bed \$1,679

BEST MATERNITY
FASHION LABEL



WINNER

Pumpkin Patch
Chiffon Maternity Dress \$54.99



RUNNER-UP

Cake Lingerie Licorice
bra \$59.90/briefs \$29.90



RUNNER-UP

Soon Maternity Flora
Fold Skinny Pant \$79.95

BEST BABY
FASHION LABEL



WINNER

Pumpkin Patch
Baby Girl Fluffy Jacket \$36.99



RUNNER-UP

Nature Baby Organic
Babywear \$17.90



RUNNER-UP

Cheeky Little Soles
Soft Sole Shoes \$39.95

BEST CHILDREN'S
FASHION LABEL



WINNER

Pumpkin Patch
Little Girl Floral Swing Maxi Dress \$39.99



RUNNER-UP

Skeanie
Uggs \$39.95



RUNNER-UP

Fred & Frank Kids
Bronx Puffer \$88.95



RUNNER-UP

Rube & Harri Archer
Fitted PJ Set \$44.95

BEST RETAILER



WINNER

Pumpkin Patch
pumpkinpatchkids.com



FINALIST

Baby Bunting
babybunting.com.au



FINALIST

Little Red Chick
littleredchick.com.au



FINALIST

Mothercare
mothercare.com.au



FINALIST

Nature's Child
natureschild.com.au



FINALIST

Target
target.com.au

BEST ONLINE RETAILER



WINNER

The Sleep Store
thesleepstore.com.au



FINALIST

Bambini Pronto
bambinipronto.com.au



FINALIST

Go Toddler
gotoddler.com.au



FINALIST

Itti Bitti
ittibitti.com.au



FINALIST

Metro Mum
metromum.com.au



FINALIST

Urban Baby
urbanbaby.com.au