



GUND®baby
- A NEW BRAND AND A NEW LOOK

Edison, NJ – It’s a Boy...It’s a Girl...It’s a NEW **GUND®baby!** From our newly designed logo to our product line brimming with innovative concepts and designs – **GUNDbaby** has been transformed into a single destination point for “all things baby.”

GUNDbaby now provides a total fashion statement for baby and nursery – with loveable personalities as the focal point, new collections offer coordinated ensembles that include blankets, quilts ,playmats with learning activities, clothing, and even furniture accessories. What sets these products apart from the rest is **GUNDbaby’s** design, unique baby-soft materials, and the quality you’ve come to expect from the most trusted brand in baby product.

Celebrating the birth of a baby and the milestones in the life of a child is one of life’s most treasured traditions. Providing an outstanding collection of quality gifts to commemorate these milestones is a part of **GUNDbaby’s** proud tradition since 1898.

About GUND®

GUND is known worldwide for its top quality, soft and huggable plush designs and gift products. Award-winning GUND products appeal to all ages, from infants up, and are perfect for both play and collecting. The 110-year old company is based in Edison, New Jersey, and distributes throughout the United States and Canada as well as in Europe, Japan, Australia and South America. GUND products may be found in gift, specialty, toy, book, museum and department stores and many other retail outlets. To find your nearest retailer, visit www.gund.com.

