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NURSERY INDUSTRY

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outlook
shade a babe

April 2

What's new at Cheeky Rascals?

Launched in 1996, Cheeky Rascals has grown to become one of the most dynamic, successful and inspirational nursery products suppliers in the country, selling some of the fastest moving lines into over 600 maternity and nursery chains and outlets.

Ask husband and wife team, Simon and Selina Russell, to what they attribute this success, and they will say two guiding principles: "Sourcing the most innovative, practical and in-demand nursery products from all over the world; and striving to provide unparalleled service and support to all of our retailers".

Finding and establishing new brands has kept Cheeky Rascals fresh, focused and enthusiastic. The company only invests in products it truly believes in, and has a thorough technical knowledge and understanding of them all. It is the sole UK distributor for nearly all of its brands (and exclusive to nursery in all of them) and has a mutually beneficial, close working relationship with all of its manufacturers.

2007 sees Cheeky Rascals busier than ever - there are new brands, new products, new lines, new collections and new innovations! Look out for the new top-of-the-range BuggyBoard Maxi; the new HandySitt Colours range, Bushbaby's new Nest Egg (complete with self inflating mattress), Latitude Enfant's adorable Granimals and their outstanding Early Learning Collection, and the brightly coloured Outlook shade-a-babes with convenient new central zipped panel. Not to mention stunning new collections of stylish baby changing bags from OiOi, trendy bath range colours from Tigex and head-turning swim and sun protection wear from ZOGGS.



Hotline: 01730 895761
www.cheekyrascals.co.uk

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THE BRANDS



- **AnnaCecilia**[®] - contemporary, intelligent nursing wear from Sweden.
- **BuggyBoard**[®] - best selling pushchair accessory on the market from Sweden's Lascal (KiddyBoard[™] for larger chassis prams). Equally ingenious, the KiddyGuard[™] 'invisible' staircase.
- **BuggyWeights**[™] - that attach to uprights of laden buggy to prevent tipping.
- **Bushbaby**[®] - multiple award-winning baby carriers and high spec outdoor clothing and accessories.
- **Candide**[®] - beautiful nursery linens and accessories, and France's best selling baby sleeping bag, the Bébébag[™].
- **HandySitt**[™] - modern highchair alternative from Denmark that is space saving and portable.
- **Latitude Enfant**[®] - outstanding early learning toys and adorable Granimals[™].
- **OiOi**[®] - stylish baby changing bags by Australian designer Lisa Bennetts.
- **Outlook**[®] - innovative range of pram accessories from Australia that includes the best selling shade-a-babe[™].
- **SIGG Kidz**[™] - quality aluminium drinks bottles from the undisputed world leader.
- **Tigex**[®] - comprehensive range of quality feeding and hygiene products from France that includes best selling bath support.
- **ZOGGS**[®] - comprehensive 'one stop swim shop' for kids.

