



Merino Kids USA Web Store Launched with Fast Shipping for the Holiday Season

Portsmouth, NH – 2 December 2009 – Merino Kids of New Zealand, designer of the world's finest natural merino [baby sleep sacks](#), [baby sleepwear](#) and [baby swaddles](#), has opened for business in the USA at www.merinoKidsusa.com. Parents across America can now buy on-line from Merino Kids with fast local shipping options in time for the holiday season.

The Merino Kids USA web store stocks the acclaimed [Merino Kids Baby Sleep Bag](#), the first baby sleep bag in the world to be awarded certification to the new stringent British standard for children's sleep bag safety.

Also available through the USA web store is Merino Kids' award-winning [Cocooi](#) newborn collection of 100% pure merino baby sleep bags, gowns and swaddles. The [Cocooi Babywrap](#), [Cocooi Newborn Gown](#) and [Cocooi Newborn Sleep Bag](#) are crafted entirely from all-natural superfine New Zealand merino wool, which is comfortably lightweight, luxuriously soft and allergy-safe. Merino keeps newborn babies warm, dry and safe without getting too hot.

Merino Kids of New Zealand is the pioneer of using natural merino for safer baby sleep. Amie Nilsson, founder of Merino Kids, said, “Merino is nature's smart fiber. No artificial fabric can match the all-round performance of merino. Only merino fabric has the remarkable natural ability to regulate a baby’s body temperature to keep them warm and sleeping through the night without overheating.”

About Merino Kids

Merino Kids is at the forefront of [merino baby sleepwear](#) design and was awarded the prestigious Seal of Outstanding Design Quality in the International Forum Product Design Awards in 2007, in 2008, and again in 2009. The company was founded in New Zealand in 2003 by mother-of-three Amie Nilsson who created the world's first merino [baby sleep bag](#). Today Merino Kids is the global industry leader in using natural merino fiber for safer baby sleep.

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