



More Sleep from Day One™

Transitional baby sleep bags and toddler sleep suits.



Love To Dream™

Helping the family get a better nights sleep

Love To Dream™ is more than a unique, new age swaddle or sleep bag. Through genuine innovation, their quality products help babies achieve longer, better and more consistent sleep from an early stage in their life, therefore restoring balance in the family home.

This is the perfect way to swaddle - easy for parents and perfect for your baby. The Love To Dream Swaddle Up™ is an original and innovative swaddle that allows your baby to sleep in their natural sleep position with arms up. With arms in the 'wing' position, and the comfort of the swaddle sensation, your baby should enjoy a better and longer sleep. Health experts recommend babies should be sleeping on their back to reduce the risk of Sudden Infant Death Syndrome.

Swaddling is the age old practice of snugly wrapping a baby to help calm, soothe and comfort them and encourage sleep. It works by mimicking the conditions in the womb, providing warmth and a slight resistance to movement. Swaddling is clinically proven to help babies remain asleep safely on their backs, while also reducing the effect of the moro reflex, which is the tendency for newborns to startle themselves awake by suddenly moving their arms.

Features:

- **Self Soothe** - Arms Up™ position enables your little one to self-soothe by touching their face and sucking on their hands if they wake in the night. It also prevents the startle reflex.
- **Natural Sleeping Position** - Arms Up™ design is based on research into the way babies sleep and develop in the womb. Both pre and post birth babies sleep with their arms by their head.
- **Double Zip** - Making night time nappy changes hassle free.
- **Hip Healthy** - Certified 'hip healthy' design allows the recommended flexion for hips and legs.
- **Safe Sleeping** - No excess or loose fabric in the cot with your baby. Single layer of breathable fabric reduces risk of overheating.



STAGE 1: Newborn & Swaddling



Certified by the International Hip Dysplasia Institute, the patented, award winning Swaddle Up™ is a breakthrough swaddling solution to help baby settle and establish a peaceful sleep routine, From Day One™.

Unlike traditional swaddles which keep a baby's arms by their side or across their chest, the natural Arms Up™ design of Swaddle Up™, allows baby to safely bring their hands to their mouth for true Self-Soothing™ which means more sleep for the whole family.

STAGE 2: Ready-To-Roll



As soon as baby shows signs of trying to roll, you must stop swaddling. Certified by the International Hip Dysplasia Institute, both the Swaddle Up™ Transition Bag and Transition Suit are the simplest sleep solutions to help transition baby safely from being swaddled to arms free sleeping – all while maintaining their cherished sleep routine.

STAGE 3: On-The-Move



Once children are sleeping with 'arms-free' and independently, they often start wriggling around their sleep space and wake up from being cold when blankets come off.

Completely do away with blankets that come off in the night and sleep soundly knowing that they will stay comfortable, snug and warm all night long with the Love To Sleep Suits.

Love To Dream™

STAGE 1 Newborn & Swaddling

STAGE 1
0-4m

Use Swaddle Up™ from birth until baby shows signs of trying to roll over.

“Swaddle Up™ is specifically designed to let your baby sleep in a more natural arms up position. This allows them to bring their hands to their mouth for self-soothing through the night, resulting in more sleep for everyone.”

Dr Johnny Taitz – Specialist General Paediatrician, MBChB, FRACP, FCP(SA), FAAQHC, AFRACMA. Director of Pediatric Patient Safety at the NSW Clinical Excellence Commission.

Unique patented wings allow a more natural Arms Up™ position

Arms Up™ position allows true Self-Soothing™ = more sleep

Available in different sizes

Available in different designs

Single layer of fabric to reduce the risk of overheating

Snug fit for secure feel, warmth and comfort

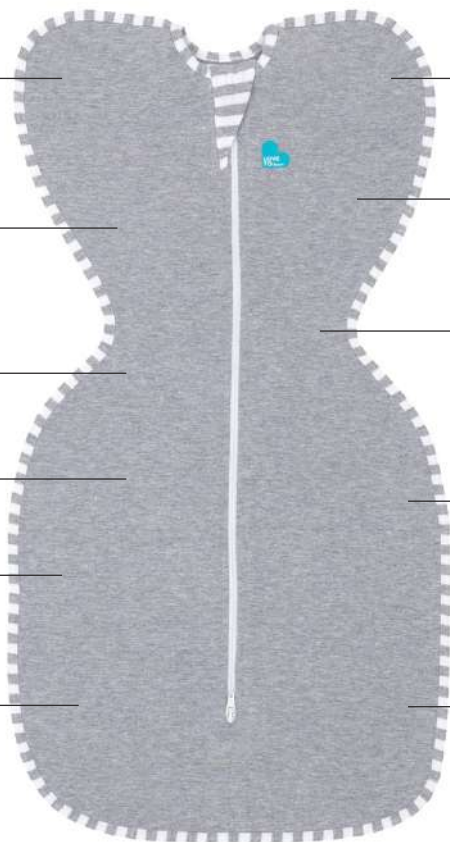
Swaddle in seconds with no breakouts

No loose layers to kick off during sleep

Easy care - machine washable and tumble dry friendly

Certified ‘hip-healthy’ design allows the recommended flexion for hips and legs

Twin zip for easy nappy changes





Newborn & Swaddling



Love To Dream Swaddle Up™ Cotton Original



IDEAL FABRIC
FOR MODERATE
TEMPERATURES

Fabric content: 93% Cotton, 7% Elastane.



Colours/style available: Grey, Blue, Pink
KC Stock Code: LMBS

RRP £27.99 / €37.99

Love To Dream Swaddle Up™ Bamboo Original



IDEAL FABRIC
FOR MODERATE
TEMPERATURES

Fabric content: 95% Viscose (from Bamboo),
5% Elastane.



Colours/style available: Wave Dot (in Grey)
KC Stock Code: LMBA

RRP £29.99 / €39.99



Newborn & Swaddling



Love To Dream Swaddle Up™ Ecovero Original



IDEAL FABRIC
FOR MODERATE
TEMPERATURES

Made with LENZING™ ECOVERO™ branded viscose fibres which offer customers eco-responsible viscose fibres with low environmental impact.



Alphabet Soup



Sizes available:
NB, S, M

Colours/style available: Alphabet Soup and Pink
KC Stock Code: LMEC

RRP £29.99 / €29.99

Love To Dream Swaddle Up™ Cotton All Seasons



IDEAL FABRIC
FOR MILD
TEMPERATURES

Made with 2 layers of fabric in lower core of garment and super soft and comfy original jersey knit in the upper section.



Colours/style available: Olive and White
KC Stock Code: LMAS

RRP £30.50 / €39.99



Olive



Sizes available:
NB, S, M

White



Sizes available:
NB, S, M



Newborn & Swaddling



Love To Dream Swaddle Up™ Designer Original



IDEAL FABRIC
FOR MODERATE
TEMPERATURES

Fabric content: 93% Cotton, 7% Elastane.



Rainbow

Bunny

Animal Print



Last
chance
to buy!

Colours/style available: Rainbow, Bunny

KC Stock Code: LMDS

RRP £30.50 / €39.99

Sizes available:
NB, S, M

Sizes available:
NB, S, M

Sizes available:
NB, S, M

Love To Dream Swaddle Up™ Designer Lite



**ULTRA-LIGHT
FABRIC**
FOR WARM TEMPERATURES

Fabric content: 97% Cotton,
3% Elastane.



You Are My (in Grey)



Sizes available:
NB, S, M

Colours/Style Available: You Are My (in Grey)

KC Stock Code: LMLT

RRP £29.50 / €39.99



Newborn & Swaddling



Love To Dream Swaddle Up™ Bamboo Lite



IDEAL FABRIC
FOR MODERATE
TEMPERATURES

Fabric content: 95% Viscose (from Bamboo),
5% Elastane.



Colours/Style Available: Grey, Superstar (in Cream)

KC Stock Code: LMBL

RRP £29.99 / €39.99



Grey

Superstar (in Cream)



Last
chance
to buy!

Sizes available:
NB, M

Sizes available:
NB, S, M

Love To Dream Swaddle Up™ Cotton Warm



BUILT-IN QUILT
FOR COOL TEMPERATURES

Fabric content: Outer & Lining: 93% Cotton, 7% Elastane.
Filling: 100% Viscose (from Bamboo).



Pink Goose



Dreamer (in White)



Dreamer (in Olive)



Sizes available:
NB, S



Sizes available:
NB, S, M



Sizes available:
NB, S, M

Colours/Style Available: Pink Goose,
Dreamer (in White & Olive)

KC Stock Code: LMWN

RRP £33.99 / €45.99

STAGE 1
0-4m

Newborn & Swaddling

Love To Dream Swaddle Up™ Extra Warm



BUILT-IN QUILT
FOR COLD TEMPERATURES

Fabric content: Outer & Lining: 93% Cotton 7% Elastane.
Filling: 100% Cotton.



Colours/Style Available: Moonlight White, Moonlight Olive

KC Stock Code: LMEW

RRP £38.99 / €49.99



Moonlight White



Sizes available:
NB, S, M

Moonlight Olive



Sizes available:
NB, S, M



Love To Dream™

STAGE 2 Ready-To-Roll

STAGE 2
4-9m

Use to transition from swaddling to 'arms-free' sleep.

"Swaddle Up™ is specifically designed to let your baby sleep in a natural arms up position. This allows them to bring their hands to their mouth for self-soothing through the night, resulting in more sleep for everyone."

Dr Johnny Taitz – Specialist General Paediatrician, MBChB, FRACP, FCP(SA), FAAQHC, AFRACMA. Director of Pediatric Patient Safety at the NSW Clinical Excellence Commission.





Ready-To-Roll



Love To Dream Swaddle Up™ Transition Bag Cotton Original

Love To Dream Swaddle Up™ Transition Bag Bamboo Original

**MODERATE**
20 - 27°C
68 - 81°F

IDEAL FABRIC
FOR MODERATE
TEMPERATURES

Fabric content: 93% Cotton, 7% Elastane.

**MODERATE**
20 - 27°C
68 - 81°F

IDEAL FABRIC
FOR MODERATE
TEMPERATURES

Fabric content: 95% Viscose (from Bamboo), 5% Elastane.



Grey



Mint



Dreamer (in White)



Moon & Stars (in Grey)

Wave Dot (in Grey)



Sizes available:
M, L



Sizes available:
L

Last
chance
to buy!



Sizes available:
M, L

Colours available: Grey, Mint,
Dreamer (in White)

KC Stock Code: LMSF

RRP £32.99 / €44.99

Colours available: Moon & Stars (in Grey),
Wave Dot (in Grey)

KC Stock Code: LMBR

RRP £34.99 / €46.50



Sizes available:
L



Sizes available:
M, L

STAGE 2
4-9m

Ready-To-Roll



Love To Dream Swaddle Up™ Transition Bag Cotton Lite



Fabric content: 97% Cotton, 3% Elastane.



Colours available: White, You Are My (in Grey)
KC Stock Code: LMLF

RRP £34.50 / €46.50



You Are My (in Grey)

White



Last chance to buy!

Sizes available:
L

Sizes available:
M, L

Love To Dream Swaddle Up™ Transition Bag Bamboo Lite



Fabric content: 95% Viscose (from Bamboo), 5% Elastane.



Colours available: Mint, Superstar (in Cream)
KC Stock Code: LMBF

RRP £34.99 / €46.50



Mint

Superstar (in Cream)



Last chance to buy!

Last chance to buy!

Sizes available:
L

Sizes available:
M, L



Ready-To-Roll



Love To Dream Swaddle Up™ Transition Bag All Seasons



MILD
18-24°C
64-75°F

IDEAL FABRIC
FOR MILD
TEMPERATURES

Made with 2 layers of fabric in lower core of garment and super soft and comfy original jersey knit in the upper section.



Colours available: White, Olive

KC Stock Code: TBC

RRP £35.50 / €46.50



White

Olive



Sizes available:
M, L



Sizes available:
M, L

Love To Dream Swaddle Up™ Transition Bag Designer



MODERATE
20-27°C
68-81°F

IDEAL FABRIC
FOR MODERATE
TEMPERATURES

Fabric content: 93% Cotton, 7% Elastane.



Colours available: Animal Beige

KC Stock Code: LMDF

RRP £35.50 / €46.50

Animal Beige



Sizes available:
M

STAGE 2
4-9m

Ready-To-Roll



Love To Dream Swaddle Up™ Transition Bag Cotton Warm

COOL
 16-20°C
 61-68°F

BUILT-IN QUILT
 FOR COOL TEMPERATURES

Fabric content: Outer & Lining: 93% Cotton, 7% Elastane.
Filling: 100% Viscose (from Bamboo).



Moon & Stars



Dreamer (in White)



Olive



Last
chance
to buy!

Sizes available:
L



Sizes available:
M, L



Sizes available:
M, L

Colours available: Moon & Stars,
Dreamer (in White), Olive
KC Stock Code: LMWF

RRP £38.99 / €53.99

Love To Dream Swaddle Up™ Transition Bag Extra Warm

COLD
 16°C / 61°F
 & UNDER

BUILT-IN QUILT
 FOR COLD TEMPERATURES

Fabric content: Outer & Lining: 93% Cotton, 7% Elastane. Filling: 100% Viscose (from Bamboo).



Polar Bear Grey



Sizes available:
M, L

Colours available: Polar Bear Grey
KC Stock Code: LMWE

RRP £42.99 / €59.99

Love To Dream™

STAGE 3 On-The Move

STAGE 3
6-48m

Once children are sleeping with 'arms-free' and independently, they often start wriggling around their sleep space and wake up from being cold when blankets come off. Completely do away with blankets that come off in the night and sleep soundly knowing that your child will stay comfortable, snug and warm all night long in the award winning Love To Sleep Suit.



STAGE 3
6-48m

On-The-Move



Love To Sleep Suit Cotton Original



IDEAL FABRIC
FOR MODERATE
TEMPERATURES

Fabric: 95% Cotton, 5% Elastane.
Filling: 100% Polyester.



White & Mint Clouds



Sizes available:
12-24m, 24-36m

Colours available: White & Mint Clouds, Organic Dreamer (in White)

KC Stock Code: LMSO

RRP £35.99 / €49.99

Love To Sleep Suit Cotton Warm



BUILT-IN QUILT
FOR COOL TEMPERATURES

Fabric content: Upper, Sleeves & Cuffs: 95% Cotton 5% Elastane.
Filling: 100% Polyester, Outer & Lining: 100% Cotton .



Colours available: White, Moonlight

KC Stock Code: LMSS

RRP £39.99/ €54.99



White



Sizes available:
24-36m

Moonlight



Sizes available:
12-24m

Love To Dream™

Point of Sale Slatwall Display

Half Slatwall Dimensions:

Overall Hardware Dimensions (approx):
1000mm (h) x 1006mm (w) x 380mm (d)

SLAT WALL AND
ACCESSORIES
ARE NOT
PROVIDED

Full Slatwall Dimensions:

Overall Hardware Dimensions:
2016mm (h) x 1006mm (w) x 380mm (d)

Packaged Carton Dimensions:

240mm (h) x 1020mm (w) x 500mm (d)
Packaged Weight (Carton): approx. 23kgs

Slatwall Panel (each):

310mm (h) x 766mm (w) x 18mm thick
Slatwall Visual Area (assembled):
1540mm (h) x 750mm (w)
Individual Slat: approx. 65mm (h)
Groove (between slats): approx. 10mm (h)



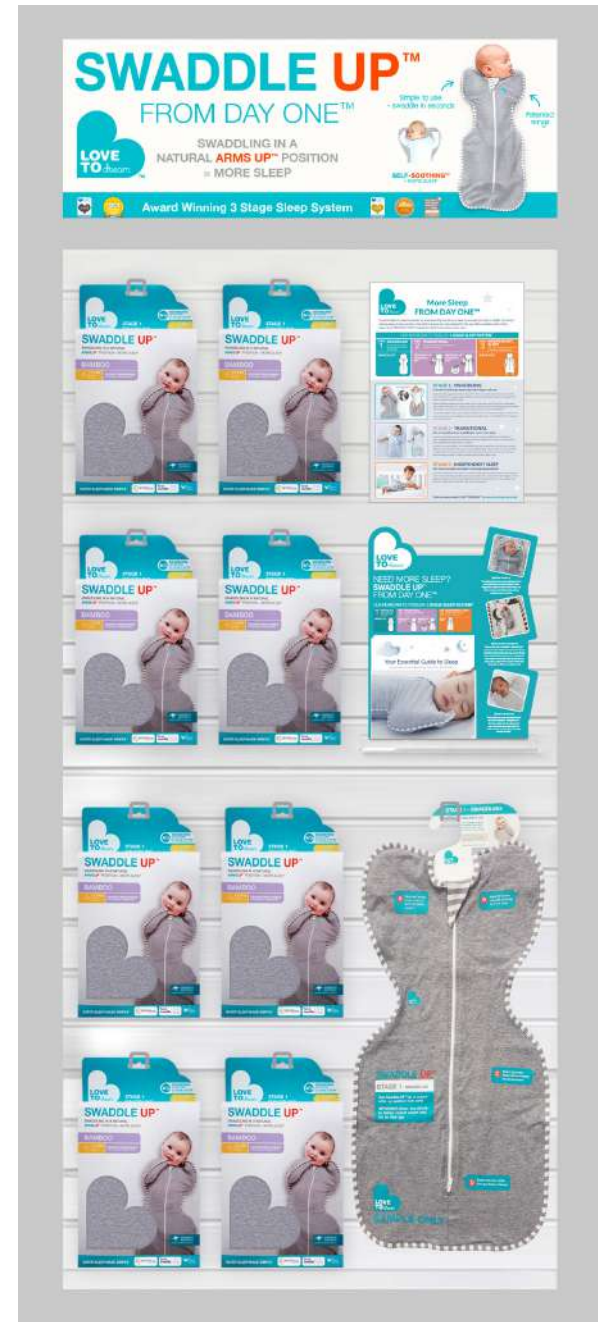
Love To Dream™ Foamex Header Card

A4 Explainer Sheet and Acrylic Cover

Swaddle Up™ Product

Display Stage 3 or Point of Sale
Annotated Swaddle and Hanger

Love To Dream™ Sleep Guide
POS Unit and Shelf



Love To Dream™

Point of Sale Sleep Product Display



Dimensions:
56cm tall x
37.5cm width x
18cm depth

Love To Dream™

Point of Sale Sleep Guide Display



Dimensions:
306mm tall x
246mm width

Love To Dream™

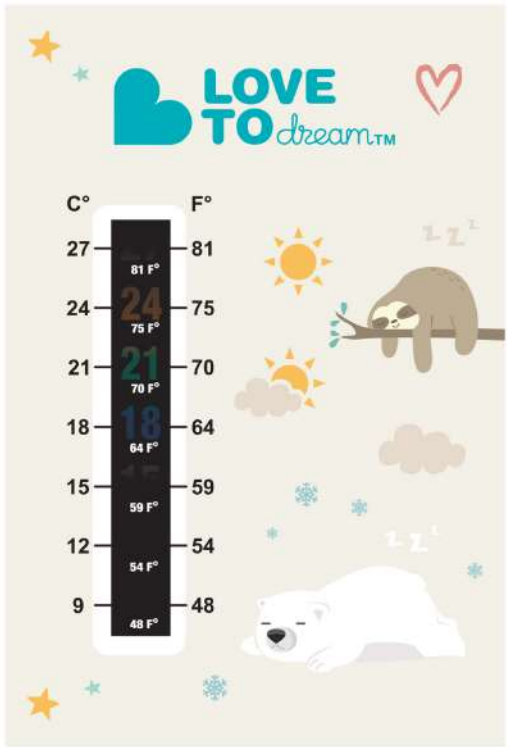
Point of Sale Sleep Product Display



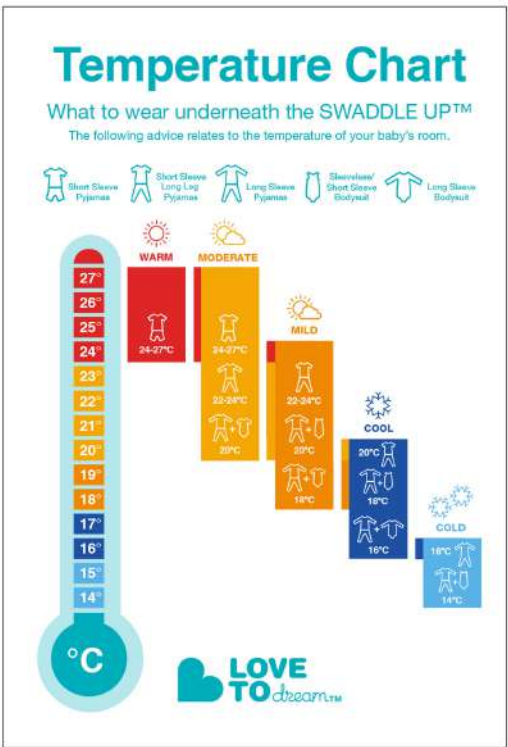
Love To Dream™

Temperature Gauge Giveaway

Front Design with Temperature Gauge



Back Design



Dimensions:
85mm width x 125mm height

Love To Dream™

Annotated Swaddle

Available in Stage 1 and Stage 2

STAGE 1
0-4m



STAGE 2
4-9m



