



## **Maya Wrap, Inc. Celebrates 10 Years in Babywearing Industry, Launches Completely Re-designed Website and Brand Image**

YADKINVILLE, N.C., Jan. 24, 2007 -- Maya Wrap, Inc., manufacturer of baby slings, ties and pouches, commemorates 10 years in the babywearing business with the debut of the stylishly updated <http://www.mayawrap.com>.

The all-new Maya Wrap website showcases the same trusted Maya Wrap products and provides a superior shopping experience enabling moms and dads to explore every aspect of the Maya Wrap baby carriers and pouches. Among the special features of the all-new website:

- Easy drop-down menu navigation
- Stunning photography of Maya Wrap products "in action"
- Dedicated learning area for first-time babywearers
- Comprehensive babywearing safety "wiki," the first of its kind

Maya Wrap products, whose devoted fans include celebrities and savvy parents worldwide, are made from 100% hand-loomed fabrics (not including the MamaBaby sling which is 100% cotton interlock) and are cooler and more breathable than machine woven fabrics. All products are fully adjustable, with no buckles or snaps to fiddle with, and no bulky padding, thus ensuring a secure, no-hassle fit every time. Maya Wrap products are uniquely versatile, allowing for several different carrying positions, and grow with a baby over time. Maya Wrap products give parents every reason to ditch the heavy stroller and instead keep their baby close.

In a society of "multi-taskers," babywearing has grown immensely popular, making slings and carriers the hottest "must-have" accessory for moms and dads. Maya Wrap products are stylish and, by design, offer countless proven benefits to parents and babies. Research shows that wearing a baby in a sling or carrier can reduce fussiness, increase emotional and physical development, nurture trust and independence, and reduce back strain.

Maya Wrap, Inc., founded by Susan Gmeiner, began with a simple idea to create a product that would help Susan keep her baby close and still enable her to accomplish other tasks with both hands. Now a dedicated mother of three boys and a successful "mompreneur," she explains, "When I created my sling pattern 10 years ago, it just seemed like a simple solution to an everyday dilemma for me. I had no idea that it would catch on so quickly, let alone become a trendy accessory. I think it's fantastic to see parents wearing their babies." Maya Wrap has grown to become the gold standard in ring slings and baby carriers today.

About Maya Wrap, Inc.

Maya Wrap, Inc. is a privately held corporation founded by Susan Gmeiner, a dedicated mother and entrepreneur. Maya Wrap, Inc.'s mission is to create safe and innovative products that keep parents and babies 'growing together.' Products include baby slings, pouches, ties and accessories. Maya Wrap products are handmade in Guatemala under fair-trade conditions. For more information about Maya Wrap or to purchase a product call 1-800-MAYA WRAP, send email to [mayawrap@mayawrap.com](mailto:mayawrap@mayawrap.com) or visit their website at <http://www.mayawrap.com>.

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