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## **NUK® Casts a Wider Net over the Infant and Toddler Care Market**

*The NUK brand has utilized its extensive research capabilities to create a wider range of baby and child-care accessories that build on the company's well-known and trusted pacifier*

Hackensack, NJ—December 11, 2009 – There are few names in baby care as trusted as the NUK brand. For over 50 years, the company has carefully designed its *orthodontic* pacifiers with input from dentists and other experts in the infant development field. NUK's first innovation was a pacifier nipple that mimics the shape of the mother's breast during breastfeeding, allowing muscles in baby's mouth and jaw to develop as nature intended. This highly-regarded design, which was followed by NUK's orthodontic bottles in 2007, has given mothers worldwide the comfort of knowing that they are making good choices for their babies. NUK's fundamental philosophy stems from the belief that "everything we do for our children has an impact later on in life."

In addition to its pacifier line, which continues to evolve with new designs, healthy features and added convenience, NUK manufactures and distributes breast feeding products, nursing supplies and accessories, and infant and toddler oral care and feeding items, such as mugs, dishes and utensils. Mothers in more than 100 countries already trust the NUK brand for its superior quality and commitment to the health and welfare of babies and young children. With the introduction in the U.S. and Canada of a complete infant and toddler care line, and the resources to develop the best products in the industry, parents can now rely on NUK for many of the most important purchases they will make in the first few years of their child's life.

The NUK brand is owned by MAPA GmbH of Germany, a certified manufacturer of medical products, and is one of the leading makers of infant and toddler products – from breast feeding to tableware – in many parts of the world. When food giant Nestle sold its Gerber infant accessories line in 2008 to the international oil conglomerate TOTAL S.A., MAPA's parent company, NUK gained the opportunity to bring its innovative, scientific approach, and a wide range of baby products, to North America. NUK USA, LLC was formed in December 2008 to oversee the company's growth in the U.S. and Canada.

For more information on NUK and its expanding line, please contact Kristina Godfrey at 949-720-7062 or [Kristina@kjunger.com](mailto:Kristina@kjunger.com).