

Crown Crafts Infant Products to Distribute Gro Company Products in the U.S.

Written by Australian Business

GONZALES, La., Sept. 16, 2013 /PRNewswire/ -- Crown Crafts, Inc. (NASDAQ-CM: CRWS) announced today that its Crown Crafts Infant Products subsidiary has signed an agreement to distribute Gro Company products in the United States.

The Gro Company, based in Devon, U.K., manufactures a variety of sleep products for the nursery, including the award-winning Grobag, a wearable blanket that has revolutionized how parents in the U.K. and Australia put their babies to bed.

"Gro Company's innovative sleep solutions will be an excellent addition to our existing broad portfolio of infant and toddler bedding products," said Crown Crafts Chairman, President and Chief Executive Officer E. Randall Chestnut. "We are delighted to partner with Gro Company and look forward to helping introduce their products to the U.S. consumer."

Unlike other wearable blankets currently marketed in the United States, Grobags come in varying degrees of warmth to keep babies comfortable year-round; the five-point harness feature on certain Grobags allows them to be easily secured in a car seat or stroller; and designs range from prints to applique to embroidery.

In addition to Grobags, Crown Crafts Infant Products will distribute Gro-swaddles, cleverly shaped wraps that stay snug without snaps, Velcro or ties; Gro-egg digital thermometers and Gro-egg Shell covers; and the Gro Anywhere Blind, a convenient travel blind that blocks out light to create a perfect sleeping environment.

"Gro Company is known for the high quality, safety and attractive design of their products," said Nanci Freeman

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, President and Chief Executive Officer of Crown Crafts Infant Products. "We expect the Grobag, Gro-swaddle, Gro-egg and Gro Anywhere Blind to be highly popular with parents in the United States because of their unique and useful features."

Christian Jones, Managing Director of The Gro Company added, "We are delighted to be partnering with a distributor such as Crown Crafts to expand The Gro Company's presence in the U.S marketplace. Our companies share an important commitment to providing safer and more comfortable sleep for children, and it is great news that U.S parents and their children will now be able to enjoy the benefits our products provide."

About Crown Crafts, Inc.

Crown Crafts, Inc. designs, markets and distributes infant, toddler and juvenile consumer products, including crib and toddler bedding and blankets; nursery and bath accessories; reusable and disposable bibs and floor mats; burp cloths; room decor; and disposable placemats, toilet seat covers and changing mats. The Company's operating subsidiaries include Crown Crafts Infant Products, Inc. in California and Hamco, Inc. in Louisiana. Crown Crafts is America's largest producer of infant bedding, bibs and bath items. The Company's products include licensed and branded collections as well as exclusive private label programs for certain of its customers. The latest news about Crown Crafts can be found at www.crowncrafts.com

About Gro Company

The Gro Company is an award-winning and industry-accredited manufacturer of safer sleep solutions, based in Devon, U.K. The company recently was acquired by its management team under a management buyout agreement. Grobag is the number-one baby sleep bag brand in the U.K. and Australia, and is uniquely endorsed by The Lullaby Trust safe sleep charity. More information about Gro Company can be found at <http://gro.co.uk/news/>

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