



PRODUCT INFORMATION

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PCT Patent Application No.: PCT/IE2013/000012
Filing Date: 18th April, 2013

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We have designed a new innovative product that has the potential to be used by every baby in the developed and non-developed world.

We have redesigned and developed the cot blanket that has been around for centuries and is still being used every day. The original product, even though used by every baby at some stage comes with its' problems and risks. This led to the grobag/sack being designed. The grobag/sack eliminated most of the original problems but have some problems of their own. Our product can be used on its' own or with the grobag/sack. Our product will improve the safety and comfort of a baby's environment.

The product has passed numerous tests carried out by a UK Lab for childcare products. We have filed a PCT which as you know gives us the right to proceed in 140 countries.

BARTIE CASH
Engineering Training Solutions

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BACKGROUND TO THE PRODUCT

Sinéad and myself have 4 children and like any parent dealing with their development especially when they are under the age of 2 there are a number of stresses and worries that affect the child and the parent.

Approximately 3 years ago we went about coming up with an idea to relieve some of these stresses and worries. While looking at this we discovered the problem that the standard cot blanket (which is being used all around the world) was causing. Even with its problems it is still being used on its own or with grobags/sacks. It's obvious the blanket has its good points from functionality, historical usage and the visual appearance covering the child.

This is what we worked on, on improving a traditional product that is used around the world. Over the past 3 years we have made a number of prototypes (as you know this is part of designing a new product) looking at a number of areas e.g. safety, manufacturing costs, ease of use to the customer, simplicity and trying to make sure that the product cannot be designed in a more simpler cost effective manner than we have designed and yet hoping that a patent can be secured on this.

WHERE WE ARE AT THE MOMENT

When we got the final design product passed with the UK lab under child products we handed out a number of the Safe n' Cosy blankets to a small group of parents (some we knew and some we didn't). 3 months after this we sent out evaluation sheets to collect feedback.

On what we have received everyone agrees the blanket is very functional and does what it is designed to do, stay where it is put. The strongest negative was on the instruction sheet being hard to follow.

At the moment we are looking at ways to improve the instruction sheet. We are also looking at adding some type of pattern or image to the blanket to brighten it up.

OUR MISSION

To reduce known risks associated with SIDS (Sudden Infant Death Syndrome) and eliminate the age old problem of blankets coming loose and tangled up with the child and waking up cold from being uncovered.

PROBLEM

Blanket becoming loose, risk of being pulled up over the child's head increasing the risk of SIDS – suffocating / overheating. Child can also end up with no blankets on them during the night to keep them warm.

ALTERNATIVE AT PRESENT

Grobag / Sack – still have issues whether being used on their own or with blankets.

- A grobag/sack requires a number of processes to secure the child.
 - Place the child in grobag/sack
 - Close up all zips and buttons
 - Close zip guards
- Human error is always a risk factor, obviously the more repetition on a process the more likely it is to happen due to familiarity and becoming complacent and parental fatigue.

GROBAG/SACKS DISADVANTAGES:

1. If the child is too hot in the Grobag/Sack they cannot get out of them
2. When the child is up moving around the cot in the Grobag/Sack, their movement is restricted.
3. With the child's restricted movement within the Grobag/Sack, this can lead to the child falling and causing an injury can also slow development from 5-6 months onwards.
4. With the child moving around the cot, they are walking on the actual Grobag/Sack itself which is secured up around the child's shoulders, the moving action can put strain on the child's upper body.
5. You need the right tog to suit the temperature of the baby's environment. There are generally 3 different togs to choose from: -
 - You need to have 3 grobags at any one time and as the child grows you need different sizes
6. The grobag company selling them recommends that the baby has to be over the weight of 8½lbs to avoid the chance of the baby slipping down into them.
7. There is a chance that the baby could be placed at times on their stomach as it is easier to get them to sleep which hugely increases the incidence of SIDS.
8. Baby's arms are out and parents then worry about them being cold and generally put a blanket on them also for this reason.

OUR SOLUTION

Our invention is a blanket that has a convenient securing system to hold the blanket where you put it on the cot.

The blanket we are using is of a cellular design which makes it extra safe.

The securing system is designed to allow the parent to adjust the blanket to suit the size of the child and suit all cot sizes around the world.

Safe N' Cosy Blanket

Product Advantages – Unique Selling Points

Advantages

1. System to secure the blanket on the cot.
2. Reduce 2 of the known risks associated with SIDS (Sudden Infant Death Syndrome), suffocation and overheating, as the blanket can't be pulled up over the child's head
3. Reduces the chance dramatically of the child waking up cold as they can't pull off the blankets
4. The blanket is sized to suit all sizes of cots and travel cots around the world
5. The blanket will help train the child to sleep under the blanket –as they develop if they decide to move around the cot they can't bring the blanket with them to keep themselves warm
6. It is also a safe blanket to use with grobags/sacks
7. The blanket is big enough to be doubled if one layer is not enough
8. The blanket is designed to stay where you put it but does not restrict the child's movement or development
9. If the baby goes head first under the blanket they can still breathe due to the blanket design
10. If for some reason the child is too warm they will be able to move up from in under the blanket
11. Once the child wakes up and they are at the stage of walking/crawling around the cot, if our blanket is used on its own (and the baby is just wearing a sleepsuit) they can get up and move freely around the cot. As you may know the cot is one of a child's most influential environments as this is where they learn to crawl, stand and walk. Restricting any of these slows the child's development
12. There are no small parts or choking hazards with this product
13. Has passed numerous tests carried out by UK Lab for Childcare Products
14. We have filed a PCT which will give the right to proceed in 140 countries, if it is successful
15. The Safe N'Cosy Blanket is a very quick, simple and safe system to cover your child up for their sleep. This is a major point as there is a much reduced chance of human error occurring due to parent fatigue as there is not a series of repetitive processes needed to secure your child before sleeping in the cot.
16. The Safe N'Cosy Blanket can be tucked in loosely which will allow the baby / child to move freely reducing the risk of blood pooling and which encourages development.