
PLAIN ZANE

press kit
2007

functional & fashionable securi-tie blankets for babies and toddlers on the go



Creator, Charlene Ayala Gregson, had rolled her stroller over one too many blankets with daughter, Fallon Zane. Whether it was the wind blowing it away or Fallon kicking it off, Charlene decided to design one that could stay put. Alas! The Securi-Tie was born!

This multifunctional blanket ties to the car seat, to the stroller and to your carrier. Use it as a changing mat, a nursing wrap and drape it over the car seat while baby is sleeping or to shield the wind. The rattle pillow, or any link toy, securely stays on and holds the blanket over the hood of the car seat for baby's privacy. Your newborn will love it even as a toddler in the stroller! So functional, the process to patent this blanket is underway.

With business and design degrees, Charlene started Plain Zane and fulfilled her love of textiles by designing and making all her blankets with fun, modern and unusual fabrics. All fabrics are prewashed and dried to reduce shrinkage. This ensures softness and ease of care at the time of purchase - a quality not found commercially in other blankets.

The blankets are growing in popularity in Las Vegas and beyond, thus becoming a "must have" accessory for newborns and a favorite gift at baby showers. Plain Zane's line of products include various blanket sizes, play mats and burp cloths. Coming in 2007: organic blankets and organic graphic onesies.

Plain Zane is a green company and is passionate about family and supporting environmental causes. Since children are the future and the future is green, Plain Zane is committed to protecting their world by setting an example of green living and making environmentally, responsible choices.

made in
las vegas

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PLAIN ZANE

www.plainzane.com

COMPANY TIMELINE 2006-2007

2006

- February: Plain Zane was established as an LLC., with the first product being the securi-tie.
- March: A burp cloth to match the blankets was given away as a promotion with blankets and is now a main selling product.
- April: Two MILV (made in las vegas) shows in Las Vegas. Successful turnouts.
- May: Toddler/crib sized blankets and matching pillowcases became available by special order.
- June: The mattie: a sturdy play mat was created. Fall designs begin. Newbie Bundles are introduced in collaboration with mutze by Ashley.
- July: Plain Zane securi-tie blankets were given at 35 baby showers, which generated a lot of buzz.
- August: Baby Mama show, Las Vegas. Process to patent securi-tie begins.
- September: Begin preparation for Fall/Winter shows. www.plainzane.com is launched.
- October: Chewie blankets are created. Photo shoot in Mt. Charleston.
- November: Two Holiday Boutique shows in Connecticut/New York.
- December: Two Holiday Boutique shows in Idaho. WinterFest show in Henderson, NV. Bleu Gourmet retails Plain Zane products. MILV show in Chicago, IL. Filled 52 holiday orders.

2007

- January: Plain Zane retails at Something Special in Steubenville, OH.
- February: Organic securi-tie sample blankets made. PR for Plain Zane begins in the Southwest.
- March: Photo shoot with Las Vegas Home & Design magazine for May/June 2007 issue.
- April: Spring line: organic blankets and graphic organic onesies. Hotel Valley Ho and Sanctuary Spa in Scottsdale and Deer Valley Resort in Utah accepts retail for spring 2007.
- April: Plain Zane invited to Baby Celebration Expo In Los Angeles.

DISTRIBUTION

Distribution focus is on targeting unique and / or trendy retailers such as: select baby boutiques, gourmet food retailers, cafes and health food markets (organic line), unique boutiques, high-end and specialty gift boutiques, hotels and spas.

GREEN MISSION

Our mission is to protect the future of our children by maintaining a business practice that reduces our environmental waste in hopes to slow down the effects of global warming. A portion of our sales goes to select environmental organizations, such as Global Green and National Resources Defense Council.

BLANKET & BURPIE FACTS All fabric is tested for durability, pre-washed and tumble-dried on low before assembly. This helps to reduce shrinkage and promotes easy care. Many commercial blankets do not offer this feature. A patent for the Securi-tie blanket is underway. Acquiring a patent for this original design will help prevent any knock-offs and similar products on the market. Contrast top-stitching is also a unique feature of all blankets. All securi-ties are made in a smoke-free studio in Las Vegas, Nevada.

WASH & CARE OF SECURI-TIE BLANKETS & RATTLE PILLOW Before washing, please remove the rattle pillow and link. It is highly recommended that all blankets are washed separately (by itself) in a delicate, cold wash. Washing the blanket by itself will extend the life and quality of the blanket. **DO NOT** wash the attached rattle pillow in the machine. Spot cleaning is recommended with a damp cloth. If the rattle pillow must be washed, you may try laying it the sink. Rub a small dot of detergent on the soiled area and spray with a sink hose - using cold water. Once soaked, gently squeeze the pillow with a towel to soak up excess water. Lay flat or hang dry. Burpies may be washed with other like colors in delicate cold wash, tumble dry low.

NEWBIE BUNDLE CRATES All blanket, pillow and burpie care is as stated above. The mutze hat care is hand wash in cold with mild detergent only.

ONESIES All apparel is supplied from American Apparel. The graphic t's and onesies are screen printed with soy-based inks.

ORDERING EXTRA RATTLE PILLOWS As with most soft toys, there is a wear and tear factor. If for some reason, your rattle pillow has been overused, abused or even lost, a new rattle pillow may be ordered for \$6 (retail) if the fabric is still available. If the fabric is no longer available, a fabric that best matches the blanket can be substituted. To order an additional pillow, please go to www.plainzane.com and fill out a contact form. ANY link toy can be attached to the loop in place of the pillow. No more toys falling to the ground!

RETURN POLICY It is up to the individual retailer to set their return policies. However, a blanket that is damaged or is the fault of the manufacturer, it is returnable/replaceable. It must be sent back to Plain Zane. Before determining this, an email must be sent via the contact page at www.plainzane.com.

PLAIN ZANE

organic line

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NEWBIE BUNDLE CRATES All blanket, pillow and burpie care is as stated above. The organic mutze hat care is hand wash in cold with mild eco-friendly detergent only.

ORGANIC ONESIES All organic apparel is supplied from American Apparel. The graphic t's and onesies are screen printed with eco-friendly inks.

ORDERING EXTRA RATTLE PILLOWS As with most soft toys, there is a wear and tear factor. If for some reason, your rattle pillow has been overused, abused or even lost, a new rattle pillow may be ordered for \$6 (retail) if the fabric is still available. If the fabric is no longer available, a fabric that best matches the blanket can be substituted. To order an additional pillow, please go to www.plainzane.com and fill out a contact form. ANY link toy can be attached to the loop in place of the pillow. No more toys falling to the ground!

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PLAIN ZANE

selling securi-ties

QUALITY All fabric is tested for durability, prewashed and tumble-dried on low before assembly. Many commercial blankets do not offer this feature.

ORIGINAL A patent for the Securi-tie blanket is underway. Acquiring a patent for this original design will help prevent any knock-offs and similar products on the market.

NOT MADE OVERSEAS All blankets are made in a smoke-free studio in Las Vegas, Nevada.

FUNCTIONAL & VERSATILE Don't lose or roll over another pretty blanket! Just a few uses:

- ties to car seats
- ties to strollers
- ties to baby carriers
- ties to baby swings
- ties to bouncers
- ties to high chairs
- tie it on for a perfect nursing cover-up
- lay it down to use as a changing mat
- use it as a burp cloth
- block the sun from baby while in the car
- **PRIVACY:** when the baby is sleeping in the car seat, pull up the flap of the blanket over the hood of the car seat, adjust the ties higher and use the pillow or any link toy to hold the flap over the hood.

THE TOY-SAVING LOOP Attach baby's link toys without losing it! The loop on the blanket was originally designed to attach link toys so that the baby would not constantly be dropping it on the ground. The baby can chew away and let go of the toy and pick it up on his own. After many shows and feedback, the rattle pillow was added to "complete" the look of the blanket. Showing the customer additional link toys to attach helps them understand the purpose of the loop.

FUN & STYLISH It's not your traditional blanket. Fun, unusual and modern fabrics are chosen to give hip moms something to show off. Make a statement with who your baby is - a newborn's hottest new accessory! It's a unique, new gift for baby showers.

EASY CARE The preshrunk feature does not require hang drying - just wash and dry.

DURABILITY Built to last. All fabrics are kids tested and top stitched.

CAN'T JUST HAVE ONE Many of my buyers just want to have more than one – one for the stroller, car seat, etc. With so many patterns to choose from, it's hard to just get one.

SUPPORT GREEN BUSINESS A portion of our sales goes to select environmental organizations.

PLAIN ZANE

contact information

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