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4moms® Enters a New Category – Meet the 4moms™ High Chair

High chair with magnetic system makes mealtime easy for parents

PITTSBURGH, Penn. – October 18, 2015 - [4moms®](#), a consumer technology company that makes high-tech baby gear, announces the newest addition to their product line, the 4moms™ high chair. The new 4moms high chair brings innovation to a sleepy category with a sleeker, more functional design that addresses consumer pain points with the help of magnets.

The 4moms high chair uses magnets both in the tray latches and on the tray top to make mealtime easier for parents. Parents can easily attach the tray with one hand by placing the tray over the chair and letting the magnets guide and lock it into place. Magnets in the tray top help keep 4moms bowls and plates in place – minimizing the mess at mealtime.

“The high chair launch marks our entry into another important baby gear category,” explains Rob Daley, CEO and co-founder of 4moms. “It delivers on our brand promise of dramatically better products by solving real consumer problems around tray interactions with an innovative approach – magnets. We are excited to offer a product that our consumers can use as their children grow.”

The 4moms high chair is designed for children six months and up. Its features include:

- An adjustable 5-point harness that can be transitioned to a 3-point harness as the child gets older.
- A tray that offers three different positions to provide comfort for growing children.
- Three different height options that work in any kitchen.
- Easy cleanup, thanks to the sleek design, which offers a removable foam insert and a dishwasher-safe tray liner

The 4moms high chair will be available in three color combinations including black/grey, white/grey and white/green, retailing for \$299.99. Each high chair comes equipped

with one large bowl and lid. Additional plates, bowls and utensils are sold separately. Find 4moms high chair at retailers like buybuy BABY, Target.com, 4moms.com and select specialty stores in early 2016.

About 4moms

4moms® is a consumer technology company that leverages robotics, technology and innovative design to disrupt and redefine existing industries. The company has transformed the baby gear industry with products like the 4moms origami®, the world's only power-folding stroller; the 4moms mamaRoo® infant seat that replicates the bouncing and swaying motions parents make when soothing their babies; and the 4moms breeze® playard that opens or closes in one simple step. The company, founded in 2005 and based in Pittsburgh, Penn., has twice been honored with the prestigious Red Dot award for outstanding product design, and was recognized, in each of the last five years, by Inc. magazine as one of the fastest-growing private companies in the United States. 4moms products are currently sold at buybuy BABY, Target and Babies R Us, and are available in more than 50 countries around the world. For more information, visit 4moms.com.