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4moms® Expands breeze® Playard Portfolio with Two New Products

New breeze® classic and breeze® plus bolster playard family with one-push open, one-pull close technology

PITTSBURGH, Penn. – January 16, 2018 – 4moms®, a consumer technology company that makes high-tech baby gear, announced the launch of two new playards: the breeze® classic and the breeze® plus to their playard portfolio. These products, like the existing breeze® GO travel playard, make set up easy – they open or close in just one step. Each playard is designed to meet parents’ specific needs and design aesthetic.

4moms breeze plus

The breeze plus gives parents an all-in-one care station, including a removable bassinet and changing station. It comes in a modern black color, and includes a convenient travel bag.

4moms breeze classic

The new breeze classic will replace the current classic playard with an updated design and smaller footprint. The refreshed design features a light grey exterior with a modern grayscale pattern. The breeze classic includes the essentials with a removable bassinet and travel bag.

4moms breeze GO

The breeze GO is perfect for travel and on the go. It comes with a convenient travel bag, but no bassinet.

“The decision to grow the breeze playard family continues to solve unmet category needs,” says 4moms CEO Gary Waters. “We know traditional playards are clunky – in both set-up and appearance. We’re offering parents more options to meet their needs, while continuing to give them a modern design coupled with innovative functionality.”

4moms is also launching a line of accessories to complement the breeze plus and breeze classic playards, including two newly designed waterproof bassinet and playard sheets (\$29.99 and \$39.99 respectively – sold separately), as well as a diaper storage caddy, which is compatible with all three breeze playards (\$49.99, sold separately).

The breeze plus will retail for \$299.99, the breeze classic will retail for \$249.99, and the breeze GO retails at \$199.99 at buybuy BABY, Target, Babies R Us, Amazon, specialty stores, and on 4moms.com.

About 4moms

4moms® is a consumer technology company that leverages technology and innovative design to disrupt and redefine existing industries. The company has transformed the baby gear industry with products like the 4moms mamaRoo® infant seat that replicates the bouncing and swaying motions parents make when soothing their babies, the 4moms breeze® playard that opens or closes in one simple step, and the 4moms high chair, which uses magnetic technology to make mealtime easier. The company, founded in 2005 and based in Pittsburgh, Penn., currently sells its products at buybuy BABY, Amazon, Target, and Babies R Us. For more information, visit 4moms.com.