

Press Release: For Immediate Distribution

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Real Mums, Real Triumphs: b.box's Inspirational Journey to Worldwide Acclaim

b.box, the brainchild of two Aussie mums on a mission, has become an iconic global brand known for its innovative and practical baby accessories. Dannielle Michaels and Monique Filer, the dynamic duo behind b.box, founded the company after a challenging experience changing a wriggly baby on a flight to New Zealand. Their journey from a cardboard mock-up to a global brand is a testament to their commitment to making parenting easier.

From Little Things, Big Things Grow

b.box started as a solution to a common parenting challenge - changing a baby on an airplane. Co-founders Dan and Mon embarked on a mission to create a product that would make life easier for moms everywhere. Armed with a cardboard mock-up and determination, they engaged with an industrial designer and used their extensive networks to bring their unique baby box to life. Today, b.box stands as an Aussie icon, with over 17 million innovative sippy cups sold globally and a loyal cult following for their every move.

Empowering Parents, Inspiring Kids

The founders experienced everyday parenting challenges firsthand, inspiring them to design products that make the juggle easier. From travel bibs to sippy cups, b.box has expanded its product line to include a range of essentials for various parenting stages. The company's success is evident with over 143 awards for product design, innovation, business excellence, and consumer choice.

Making Parenting Easier

At b.box, the mission is clear - to make parenting easier by designing unique products that empower kids and parents. The team encourages innovation, challenges the status quo, and focuses on solving pain points for parents. With meticulous attention to quality and a commitment to listening to customers, b.box delivers unique solutions to everyday challenges.

Award-Winning Excellence

While proud of their more than 143 awards, b.box's founders find the true accolade in seeing parents and kids enjoying their products. The brand's popularity has grown globally, with over 3,000 retailers in 60 countries. Participating at Kind + Jugend has played a critical part in growing their retailer and distributor network globally.

What's Next?

As b.box looks to the future, the goal remains to be the most sought-after baby and kids brand globally. The company continues to ask questions, staying committed to exceeding customer expectations and redefining the market.