



betweenmomandbaby

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Company Overview

Between Mom and Baby is specialized in providing baby hip seat carriers.

Since its foundation in 2018, the company has supplied baby hip seat carriers made with bamboo material. As the name of the company indicates, we develop products to satisfy moms and babies while focusing on continuous R&D. Our products are sold through various sales channels including department stores, baby stores and online shopping malls in Korea. In an effort to explore overseas markets, we have participated in overseas expositions and exported products to Taiwan since 2019. In the Taiwanese market, our products were quickly recognized for their high quality and started being marketed in department stores and specialized baby shops, gaining wide popularity within 3 months. As we enter the second half of 2020, we are bracing ourselves to launch new products.

History

- 2018** Participated and conducted PR activities in KINTEX EXPO
Second half of 2018: Opened a shop in department stores (Starfield, Lotte Department Store and Galleria)
Established business agreement with Kangwon National University Industry-University Cooperation GTEP
- 2019** Participated in baby expositions held in Qingdao and Beijing in China, Thailand and Taiwan
Established a contract to export products to Taiwan
Recorded \$35,000 in export to Taiwan
- 2020** Expected to launch new products in second half of the year

Performance

Certification



- International Hip Dysplasia Institute Certification
- KC Certification : CB163H001-7001