

Press Release – July 2018



The new experimented
childcare French brand

Presents



The **BOHEMIAN** brand with its
small, lovable and impish
characters to have beautiful
adventures with and play “Little
Heroes”



The **ELITE** brand and its unique style
for this gift box : travel around the
world and become a “Little
Explorer”



Little-bottle.fr



The **POP** brand with bright fun colors :
Let your “Little Artist” ’s expression
and imagination run wild

10th
**Baby & Kids
Expo Summer**
Booth : E19-25
Dates : Jul 4-6, 2018
Venue : Tokyo Big Sight



LITTLE BOTTLE : A NEW FRENCH EXPERIMENTED BRAND ON THE MARKET

After 20 years of production for the most famous childcare brands, Groupe RDP's CEO, Franck LAPIERRE, decided to launch his own brand, Little Bottle. This new brand has been given the benefit of production tools and employees' technical skills and know-hows.

Thanks to its production plant, located in the countryside between Lyon and Geneva, and its local partners, Little Bottle can guarantee 100% Made in France products.



Made in France is the real DNA of the brand. That is why, for a question of quality level and environment respect, local partners are also preferred for our packaging (carpel boxes), sales tools (displays, brochures) and goodies (balloons, stickers...).



LITTLE BOTTLE : FANCY AND QUALITY FOR OUR BABY BOTTLES MADE IN FRANCE

We have selected anti-colic nipples (available in silicone or rubber) to relieve stomachaches, avoiding baby to swallow too much air. They also guarantee a slow and regular milk flow. Two different flows are possible depending on the baby's age.



Little Bottle also proposes a range of physiological baby bottles



The shape has been especially developed to easy the handle, the filling and the cleaning of the bottle.

Baby bottles are available in four capacities :

- Wide neck ; 230 & 330 ml
- Physiologic : 120, 240 & 330ml.



Ergonomic handles are available on the wide neck 330ml bottles and can be adapted on the 230ml : Learning autonomy and transition from the baby bottle to the cup are made easier.



Baby bottle can be sterilized and are suitable for microwave and dish-washer. Precise and clear graduation start from 60ml on wide neck and on physiological 330ml versions and from 30ml on the physiological 120ml and 240ml.



Little Bottle baby bottles are available in two ranges : wide neck or physiologic with different capacities. Above is a wide neck version from the universe "Le Petit Monde de Zélie"

EN14350

The polypropylene baby bottles are transparent, unbreakable and recyclable. Of course, they are also guaranteed BPA free according to the EN standards.

Wide neck baby bottles have a specific secure cap to avoid leaks issues.

All our products are Made in France* as well as our packaging, our little books, our commercial brochures and our goodies.

Thanks to a 20 years experience in the childcare production, Groupe RDP, the brand creator, guarantees the ergonomic, security, durability and comfort of the products.

* Only nipples are Made in Germany



LITTLE BOTTLE : THREE UNIVERSE TO DISCOVER

For the first time, a childcare brand creates a complete environment full of designs, games and stories to awaken babies to the world.

Colors and designs change with the seasons in the different universe : *"Le Petit Monde de Zélie"*, *"Barbouille"* and *"Baby is beauty"*



Zélie is an impish and mischievous little girl who lives in her « Little World » lit up with enchanting designs.

With her little Brother Anatole and their Friend Louison, the koala, they have a lot of fun : they travel, dress up and go on wonderful adventures, each one more magical than the last.

The range is very complete with baby bottles (230ml / 330ml / 240ml / 120ml), pacifiers, and a meal range.

A small French story book is offered in each baby bottle's box.

A fun range reflecting your child's spirit, excitement and love of life.

Discover an artistic universe with unique designs signed by a designer.

The artwork for this first collection "Candy Park" is completely made with sweets.

Baby bottles and pacifiers are available in this collection.

A small game book is offered in each baby bottle's box.



**LITTLE BOTTLE :
THREE UNIVERSE TO DISCOVER (continued)**



**A VIP oriented range : With its refined and trendy designs, you'll love this gift box and its ultra-modern look and unique style.
Baby is invited to travel around the world : the first destination is London.
A new destination "France" has been especially designed for the show and will be presented for the very first time in Japan.**

In each gift box, there are two baby bottles (230ml & 330ml) and a silicone night pacifier 6/18 months.

