

**B:BADDO**  
love curiosity



2023

Love  
Curiosity



## Welcome to Bibado

Made by parents for parents, Bibado is an award-winning British brand on a mission to bring families closer together in mealtime and messy play adventures.

Our innovative products are designed to create fun, positive learning experiences for both parent and child. We're united by a love of curiosity that supports and fosters growth, and drives development from the early days and beyond.

Award-winning, trusted brand





## Love Curiosity...

...is at the heart of everything we do, design and create at Bibado, and there's a very good reason why. We develop through discovery, and we grow through togetherness and exploration.

Childhood and parenting are two of the most amazing adventures in our lives, but sometimes they can be hard to navigate. So, that's why we craft award-winning products that make the journey easier. We provide practical solutions that empower, educate, and help families save time while having fun. Curiosity helped us deliver our very first product invention, the Bibado Coverall. We knew there was a better way to give babies and toddlers complete freedom to explore food without limits and to help parents worry less about the mess.

'I continually look at the mealtime experience and ask how this can be better, more fun and spark curiosity and connection for both the child and parent. In my experience, there is always a better way – you just need to be curious enough to look for it in the first place.'  
Rachel – Mum of twins & Bibado founder



## The best start

We're parents ourselves, so we know a thing or two about making mealtimes more fun. We also work with experts in child nutrition and developmental fields to design products, solutions and experiences that genuinely help parents to give their little ones the best start in life. Here are just some of the ways we're helping to set little mouths up for mealtime success:

### Freedom to explore

Our award-winning products save parents time and allow babies to explore food without limits. Such freedom helps babies to develop vital oral motor skills, preventing picky eating.



### Development through discovery

Mealtimes offer the opportunity to develop essential skills for effective eating – hand-eye coordination and fine motor control needed for writing, and the mouth muscles required for speech.



### Flavour exploration

Bibado creates solutions that unite families at the dinner table. Relaxed mealtimes create the space to explore more foods and textures, broadening minds and palettes.



### Foundations for growth

By helping families embrace mealtimes and explore food, we give them the best foundations to solve problems, be independent and develop strong social skills.

### Staying curious

Bibado's pledge is to be forever curious. We know from experience it leads to market-leading products and proven progression when it comes to developmental milestones.

★★★★★  
 Makes mealtime clean up so much quicker!  
 Quick to wipe clean and easy to machine wash.



# Coverall Weaning Bib

Our award-winning Bibado Coverall bib is a weaning essential for babies, toddlers, and parents. Its innovative design features give little ones the complete freedom to embrace their curiosity and enjoy mealtime adventures without limits. Their clothes remain clean, dry, and stain-free while they become more confident, adventurous eaters. Our unique 100% waterproof, easy-wipe fabric makes cleaning up a doddle, saving parents time and stress.

## Benefits and Features



**Saves 30 mins per day**  
 Timesaving, award-winning Coverall Weaning Bib that straps to a highchair to catch all the spills. Guaranteed less mess and stress for parents!



**Universal fit**  
 Our adaptable straps make the Coverall Weaning Bib suitable for use across a wide range of highchairs, pushchairs and direct to table.



**Easy-wipe fabric**  
 Our unique easy-wipe, 100% waterproof Coverall makes cleaning as easy as 123. Quick-dry and machine washable at 40°C too!



**Weaning warranty**  
 A savvy investment purchase built to endure weaning adventures, our durable Coverall Weaning Bib is suitable for babies from 6 to 36 months.



**Handi Cutlery compatible**  
 Designed for use with our 'no-drop' attachable cutlery to teach little ones how to feed themselves and develop confidence and independence.



Premium, retail-ready packaging that's perfect for your shelves and optimised for sell-through and repeat purchase.

## Long-sleeve Coveralls



**Woodland Friends**  
BIB021R



**Oceans of Fun**  
BIB018R



**Over the Rainbow**  
BIB047R



**Speedy Dinos**  
BIB019R



**Arctic Adventures**  
BIB035R

Limited Edition

## Short-sleeve Coveralls



**Desert Hide & Seek**  
BIB049R



**Cosmic Companions**  
BIB048R

Wipe-clean,  
100% waterproof  
fabric

Adjustable  
neck strap

Poppers to adjust  
sleeves and attach  
Handi Cutlery

Available in both  
long-sleeve and  
short-sleeve

Engaging  
child-friendly  
prints

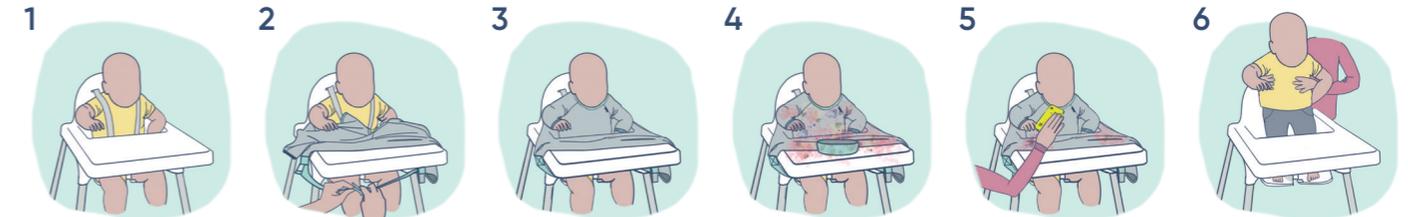
Attaches to  
highchairs, tables  
and pushchairs

6-36  
months

## How to use the award-winning Coverall

It's quick & easy for all!

- 1) Place little one in their highchair and fasten them safely according to the highchair instructions.
- 2) Drape the front of the Coverall around the highchair tray and fasten underneath with the adjustable Velcro straps.
- 3) Pop little one's arms through the Coverall, drape it over their shoulders, and fasten at the nape of the neck.
- 4) Enjoy mess-free, stress-free mealtime adventures while little ones explore without limits.
- 5) Wipe clean quickly and with ease, after even the messiest of meals. Also machine washable at 40°C and quick-dry for convenience.
- 6) Lift little one out, leaving their clothes underneath as clean and dry as they were before mealtime!



## Love Curiosity

The Bibado Coverall hits the sweet spot with parents and babies alike. Less mess equals less stress for parents which promotes relaxed and adventurous mealtimes without limits.

This freedom to explore leads to a courageous and more open approach to trying different foods and textures too. Expert research confirms that the more foods a baby tries before they hit 12 months, the less likely they are to become picky eaters.



Perfect for little hands! It's great that it attaches to the Coverall Bib so there is no more cutlery dropped on the floor



Straps to Coverall

# Handi Cutlery

Our feature-packed Handi Cutlery is perfect for making mealtime adventures more fun for everyone. Designed to complement our Coverall Weaning Bibs, they pop on and off easily, helping inquisitive mouths and hands explore food easily. The unique 'no-drop' system means little ones can drop and pick up their cutlery as many times as they need until they master it. That means fewer frustrations, more relaxed mealtimes and bigger developmental gains!

## Benefits and Features



**Attaches to the Bibado Coverall**  
Pops easily on to the Coverall Weaning Bib to keep cutlery close and support little ones as they learn to use utensils.



**Designed for little hands**  
Ergonomically designed to support food exploration with a spoon and fork. Helps develop the pincer grip.



**Simple grip fork**  
Unique fork tips have been designed to enable little ones to pick up food effectively instead of just mashing it.



**Unique 'no-drop' system**  
Cutlery stays attached to the Coverall to enable little ones to drop and pick up as often as needed to build confidence and consolidate learning.



**Made to last**  
Our weaning cutlery is sturdy, durable, and designed to last little ones through their entire weaning journey. (6-36 months).



Premium, retail-ready packaging that's perfect for your shelves and optimised for sell-through and repeat purchase.

## Handi Cutlery Designs



Desert Hide & Seek  
BIB052R



Cosmic Companions  
BIB051R



Woodland Friends  
BIB030R



Over the Rainbow  
BIB050R



Speedy Dinos  
BIB032R



Arctic Adventures  
BIB036R

Limited Edition



### Love Curiosity



Learning to use cutlery takes lots of practice and patience! Bibado's 'no-drop' Handi Cutlery supports little ones by enabling them to drop and pick up their cutlery as often as needed until they get the hang of it. This learning through trial and error helps to accelerate their learning journey and minimise frustration.

## Bundles

Bibado weaning bundles offer the perfect helping hand to babies and parents as they embark on their weaning journey. Containing an award-winning Coverall and matching Handi Cutlery, they make a perfect gift to set little mouths up for feeding success.



Makes the perfect gift for all weaning adventures



Woodland Friends Bundle  
BIB039R



Over the Rainbow Bundle  
BIB053R



Arctic Adventures Bundle  
BIB038R



Easy to pick up

★★★★★  
Brilliant idea, my little one holds this so well and love the fact he can use either end!

# Dippit®

The Dippit® is a unique two-handed multi-stage weaning spoon and dipper in one. It's the first utensil of its kind, supporting independent exploration of new tastes and textures during weaning. The Dippit® allows babies to transition seamlessly from dipper to spoon, enabling them to discover flavours with the textured dipper end, and then when they're ready, flip it to use the deep, contoured spoon for scooping!

## Benefits and Features



**Multi-stage baby spoon**  
Inspires curiosity and helps babies explore flavours by learning to dip and scoop with ease - independently or with parent assistance.



**The first two-handed baby spoon**  
The two-handed design allows for better grasp, control and accuracy even with young babies - making mealtimes more rewarding.



**Drives development**  
The textured shape promotes sensory and oral exploration while strengthening the mouth muscles required for successful feeding.



**Nurtures self-feeding**  
Supports the development of hand-eye coordination, promoting greater independence.



**Soothes sore gums at mealtimes**  
The soft chewable dipper and sensory textured indentations offer relief during teething.

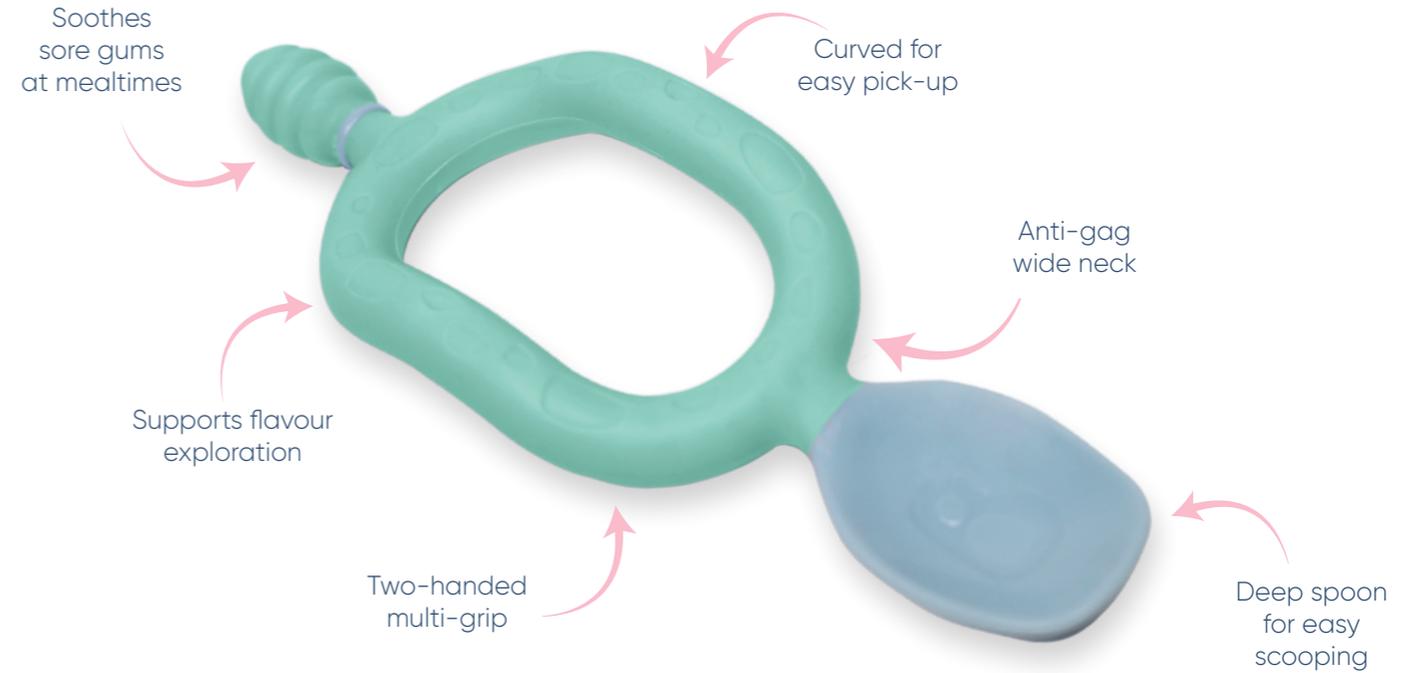


Premium, retail-ready packaging that's perfect for your shelves and optimised for sell-through and repeat purchase.

Dip and taste



★★★★★  
We love the Dippit. Our 6 month old has been able to try and feed himself for the first time.



## Love Curiosity

"The ultimate innovation in baby feeding that I have seen"  
– Claire Pidgeon, Children's Occupational Therapist



The Dippit® is the first baby utensil to allow a two-handed approach to feeding. The unique design enables parents to guide the food to the midline where baby can see it and grab it – developing their hand-eye coordination and establishing the foundations for successful self-feeding.



Mint & Blue  
BIB044R



Pink & Grey  
BIB045R



Mint & Grey  
BIB046R

**NEW**

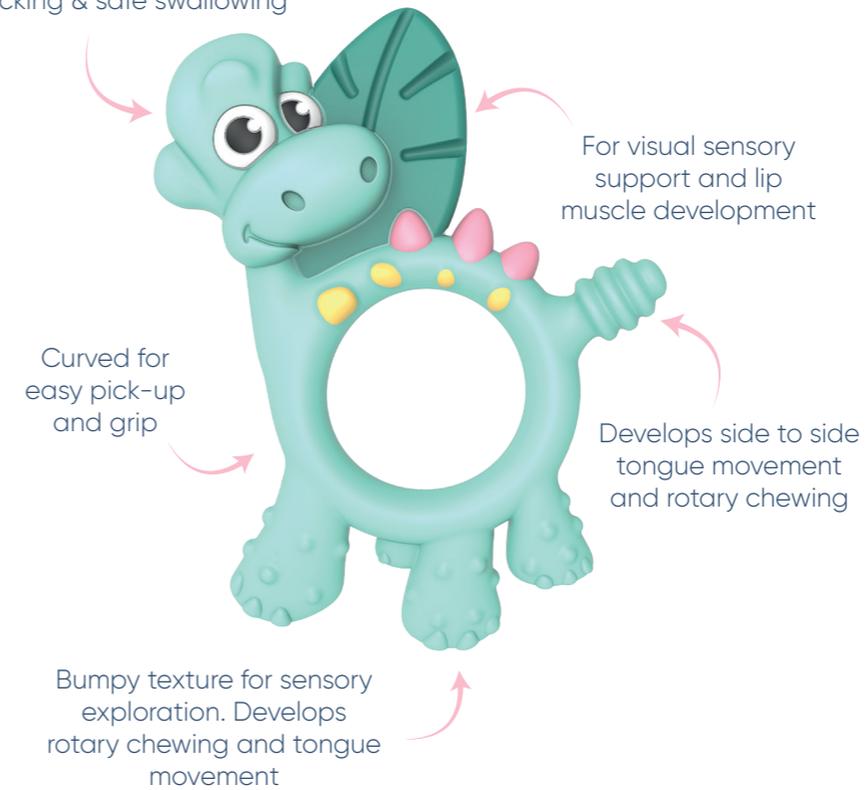


## Dawn The Dinosaur Teether

Dawn the Dinosaur is our roarsome new addition to the Bibado family. She offers Biba-babies an innovative and exciting new way to soothe little mouths while discovering the essential secrets of biting and chewing. Dawn's so much more than a teether!

Designed in line with our famous attention to child feeding development, each of Dawn's features have been carefully designed to help a different key mealtime mouth movement. Her engaging character and minty flavour foster attachment and promote regular use, helping strengthen and coordinate the mouth muscles required for successful feeding.

Helps practice oral seal (kissing) to develop straw sucking & safe swallowing



### Love Curiosity



Our multi-sensory teether is the hero product in the Dawn range. She's been designed to not only soothe sore gums, but to stimulate, develop and strengthen mouth muscles for successful feeding.



Premium, retail-ready packaging that's perfect for your shelves and optimised for sell-through and repeat purchase.

BIB055E

# Product List

## Coveralls



Arctic Adventures  
BIB035R



Over the Rainbow  
BIB047R



Woodland Friends  
BIB021R



Speedy Dinos  
BIB019R



Oceans of Fun  
BIB018R



Desert Hide & Seek  
BIB049R



Cosmic Companions  
BIB048R

## Bundles



Arctic Adventures  
Bundle  
BIB038R



Over the Rainbow  
Bundle  
BIB053R



Woodland Friends  
Bundle  
BIB039R

## Handi Cutlery



Arctic Adventures  
BIB036R



Over the Rainbow  
BIB050R



Woodland Friends  
BIB030R



Speedy Dinos  
BIB032R



Desert Hide & Seek  
BIB052R



Cosmic Companions  
BIB051R

## Dippit®



Mint & Blue  
BIB044R



Mint & Grey  
BIB046R



Pink & Grey  
BIB045R

## Dawn The Dinosaur



Dawn Teether  
BIB055E