



Healthy Baby Bag
Your Solution to Formula Discharge Bags!

brought to you by:

cottonwood[®]
Healthy Choices, Healthy Babies **kids**

Increase your breastfeeding rates & promote your hospital

Combine the following to make an exciting marketing program for your hospital, without changing your existing budget!



Custom Diaper Bag

Purchase one of our 14 new diaper bag styles with your custom logo and get FREE Healthy Baby Bags!



Free Healthy Baby Bag

Filled with great samples and information about breastfeeding for your mothers



Healthy Babies



To learn more please call 1-877-433-1326

Did You Know?

Distributing free infant formula contradicts American Medical Association (AMA) policy, yet 88% of facilities do it anyway.

Mothers who receive free formula discharge bags are 39% more likely to supplement within 10 weeks.

The US Department of Health and Human Services (DHHS) has adopted a national policy to increase breastfeeding protection, promotion and support.

Other organizations such as The Center for Disease Control (CDC), The American Academy of Pediatrics (AAP), and The World Health Organization (WHO) all recommend that hospitals discontinue the use of free formula discharge bags.

In an effort to increase breastfeeding rates nationwide, Cottonwood Kids has designed a cost effective program that will assist hospitals in promoting and protecting breastfeeding while marketing their individual facilities.



The **Healthy Baby Bag** is a WHO Code compliant breastfeeding support kit that is designed to assist health care professionals in promoting the benefits of breastfeeding with their patients.

In addition, we have designed a full selection of **custom imprinted diaper bags** to match various styles and budgets.

All of our custom imprinted bags include Healthy Baby Bags for no additional cost.



What's in the Healthy Baby Bag?



The Healthy Baby Bag contains breastfeeding product samples that mothers can try before they leave the hospital where lactation consultants and nurses can assist them.

Packaged inside each Healthy Baby Bag are samples, coupons and helpful information about breastfeeding from some of the world's leading consumer product manufacturers. Each bag contains key breastfeeding products such as nursing pads and milk storage bags. While we strive to have other valuable samples and coupons included in the bag, the actual contents of the bag depend on those manufacturers who choose to participate.

While the actual contents of the bag may vary from time to time, the contents of the bag will never include formula, bottles, pacifiers or nipple substitutes of any kind or in any form.

Healthy Baby Bag



Price = \$1.99
Style #CW101

This cooler pack is designed to store and/or transport expressed breast milk. It comes packed with WHO Code compliant samples and coupons, making it a great gift for mothers from hospitals who wish to promote and protect breastfeeding.

Material: Non-woven exterior; cooler interior

Size: 7.5"H x 5"W x 3"D

Colors: Lime Green

Shipping included.

Aunt Betty's Budget Bag



Price = \$2.99
Style #CW160

w/ Free Healthy Baby Bag

This bag gets the job done, just like Aunt Betty.

Material: Non-woven

Size: 12"H x 18"W x 4"D

Colors: Black, Royal, Navy, Red, Forest Green, Natural, Teal

Price includes a 1 color 1 location imprint.

Multi-colored imprinting available @ \$0.10 per additional color.

Set up charges = \$45.00 per color per location.

Custom bag shipping not included.

🔄 Madigan's on the Move Bag



w/ Free Healthy Baby Bag

Price = \$3.99
Style #CW161

This bag used to be a plastic bottle!

This bags combines a classic tote design with a useful zippered top.

Material: Laminated non-woven

Size: 11.5"H x 15"W x 6.5"D

Colors: As shown

Price includes a 1 color 1 location imprint.

Multi-colored imprinting available @ \$0.10 per additional color.

Set up charges = \$45.00 per color per location.

Custom bag shipping not included.

Abby's All Day Bag



w/ Free Healthy Baby Bag

Price = \$4.99
Style #CW162

Contemporary design with outside pockets and a large inner compartment to keep all of your babies essentials ready and accessible.

Material: 600 Denier Nylon

Size: 14"W x 18"H x 4"D

Colors: Royal/Light Blue, Black/Green,
Navy/Green, Chocolate Brown/Pink

Price includes a 1 color 1 location imprint.

Multi-colored imprinting available @ \$0.10 per additional color.

Set up charges = \$45.00 per color per location.

Custom bag shipping not included.

Caden's Convertible Backpack



w/ Free Healthy Baby Bag

Price = \$5.99
Style #CW163

It's a tote bag... it's a backpack! This bag gives your families the flexibility to have one bag that fits their changing needs.

Material: 600 Denier Nylon

Size: 16.25"H x 13"W x 5.5"D

Colors: Black/Black, Black/Forest Green, Black/Red, Black/Royal, Black/Navy, Black/Sage, Black/Lime Green, Black/Raspberry

Price includes a 1 color 1 location imprint.

Multi-colored imprinting available @ \$0.10 per additional color.

Set up charges = \$45.00 per color per location.

Custom bag shipping not included.

Keating's Cruising Bag



w/ Free Healthy Baby Bag

Price = \$6.99
Style #CW164

This fashionable version of the classic tote includes side pockets, a front zippered pocket, a zippered top, inside divider pockets and plenty of room to store all the items a baby demands!

Material: 600 Denier Nylon

Size: 12"H x 13"W x 4"D

Color: Black, Royal, Navy, Teal, Red, Forest Green

Price includes a 1 color 1 location imprint.

Multi-colored imprinting available @ \$0.10 per additional color.

Set up charges = \$45.00 per color per location.

Custom bag shipping not included.

Riley's Road Bag



w/ free Healthy Baby Bag

Price = \$7.99
Style #CW165

This popular messenger style bag has plenty of room to spare, a zippered top, inside and outside pockets, and inside dividers to keep all of your items organized and easily accessible.

Material: 600 Denier Nylon

Size: 12"H x 16"W x 6"D

Colors: Black/Green, Chocolate/Pink

Price includes a 1 color 1 location imprint.

Multi-colored imprinting available @ \$0.10 per additional color.

Set up charges = \$45.00 per color per location.

Custom bag shipping not included.

Susie's Sling Bag



w/ Free Healthy Baby Bag

Price = \$8.99
Style #CW166

This very popular style gives parents a bag they will use every day. The sling feature leaves mom's hands free to take care of their babies. This bag has plenty of interior room and multiple pockets.

Material: 600 Denier Nylon

Size: 16.5"H x 12"W x 5"D

Colors: Black/Navy Blue with White/Green trim

Price includes a 1 color 1 location imprint.

Multi-colored imprinting available @ \$0.10 per additional color.

Set up charges = \$45.00 per color per location.

Custom bag shipping not included.

Dewey's Diaper Bag



Price = \$10.99
Style #CW167

w/ Free Healthy Baby Bag

This stylish diaper bag includes an over the shoulder strap, tote handles, zippered top, outside zippered pockets, side pockets and internal pockets to keep all your essentials accessible and manageable.

Material: Rip-stop Nylon

Size: 11"H x 17"W x 6"D

Colors: Grey with Black and choice of Black, Navy, Royal Blue, Red, or Forest Green trim

Price includes a 1 color 1 location imprint.

Multi-colored imprinting available @ \$0.10 per additional color.

Set up charges = \$45.00 per color per location.

Custom bag shipping not included.

Kamara's Bag



Price = \$11.99
Style #CW168

w/ Free Healthy Baby Bag

This stylish bag has everything that you need in a diaper bag. Side pockets, internal inside pockets to keep everything you need organized.

Material: Nylon

Size: 10.5"H x 15.5"W x 5"D

Colors: Black w/ Green trim, Black w/ Natural Trim , Navy Blue w/ Natural trim, Chocolate w/ Green or Pink trim

Price includes woven label or one color imprint in one location.
Multi-colored imprinting available @ \$0.10 per additional color.

Set up charges = \$45.00 per color per location.

Custom bag shipping not included.

Mary's Diaper Bag



w/ Free Healthy Baby Bag

Price = \$12.99
Style #CW169

Sleek, stylish and functional, this bag rivals the craftsmanship and durability of many designer brands. We have spared no detail in crafting a diaper bag any woman will be happy to be seen with. We add a woven label with your birth center logo that is tasteful and elegant.

Material: 20 oz. Cotton Canvas

Size: 10.5"H x 15.5"W x 5"D

Colors: Natural w/ Black, Natural w/ Navy Blue, Raspberry w/ Chocolate, Chocolate w/ Green, Lime w/ Chocolate, Royal Blue w/ Navy

Price includes woven label or one color imprint in one location. Multi-colored imprinting available @ \$0.10 per additional color.

Set up charges = \$45.00 per color per location.

Custom bag shipping not included.

Charlotte's City Bag



debossed leather
logo application



Price = \$13.99
Style #CW170

w/ Free Healthy Baby Bag

Fashionable yet practical, this quilted bag with leatherette handles features a zippered top with inside and outside pockets to keep your items organized and easily accessible.

Material: 600 Denier Nylon, Leatherette

Size: 12"H x 16.5"W x 5"D

Colors: Black, Navy, Green, Maroon, Orange

Price includes a 1 location debossed leather logo.

Set up charges = \$45.00.

Custom bag shipping not included.

The Angelina



Inside Lining



w/ Free Healthy Baby Bag

Price = \$14.99
Style #CW171

We have taken everything you need in a diaper bag and put it all into this bag. From separate compartments to the best materials, this is the bag for the most discriminating of patients.

Material: Microfiber
Size: 11"W x 15"H x 9"D
Color: Black

Price includes debossed logo, woven label or 1 color 1 location imprint.
Multi-colored imprinting available @ \$0.10 per additional color.
Set up charges = \$45.00 per color per location.
Custom bag shipping not included.

Mavi's Diaper Bag



Back View



w/ Free Healthy Baby Bag

Price = \$16.99
Style #CW172

This product is a backpack, a tote and an over the shoulder bag. It includes all the bells and whistles for holding parents' essentials. If you are looking for the bag that both mothers and fathers will use and appreciate for a long time, this is it.

Material: 600 Denier Nylon

Size: 15"H x 12"W x 6"D

Colors: Black or Navy Blue with Silver Accents

Price includes woven label, rubberized patch or 1 color 1 location imprint.

Multi-colored imprinting available @ \$0.10 per additional color.

Set up charges = \$45.00 per color per location.

Custom bag shipping not included.

Haley's Hip Bag



Price = \$18.99
Style #CW173

w/ Free Healthy Baby Bag

This stylish bag has multiple interior and exterior pockets keep to everything you need organized. The cotton canvas print was designed with mothers in mind, and is available a variety of color schemes.

Material: 12 oz. Printed Canvas

Size: 10.5"H x 15.5"W x 5"D

Colors: Floral Print in Green, Red, or Navy Blue

Price includes woven label.

Multi-colored imprinting available @ \$0.10 per additional color.

Set up charges = \$45.00 per color per location.

Custom bag shipping not included.

\$1.99

Healthy Baby Bag



Price = \$1.99
Style #CW101

\$2.99

Aunt Betty's Budget Bag



Price = \$2.99
Style #CW160

\$3.99

Madigan's on the Move Bag



Price = \$3.99
Style #CW161

\$4.99

Abby's All Day Bag



Price = \$4.99
Style #CW162

\$5.99

Caden's convertible Backpack



Price = \$5.99
Style #CW163

\$6.99

Keating's Cruising Bag



Price = \$6.99
Style #CW164

\$7.99

Riley's Road Bag



Price = \$7.99
Style #CW165

\$8.99

Susie's Sling Bag



Price = \$8.99
Style #CW166

\$10.99

Dewey's Diaper Bag



Price = \$10.99
Style #CW167

\$11.99

Kamara's Bag



Price = \$11.99
Style #CW168

\$12.99

Mary's Diaper Bag



Price = \$12.99
Style #CW169

\$13.99

Charlotte's City Bag



Price = \$13.99
Style #CW170

\$14.99

The Angelina



Price = \$14.99
Style #CW171

\$16.99

Mauri's Diaper Bag



Price = \$16.99
Style #CW172

\$18.99

Haley's Hip Bag



Price = \$18.99
Style #CW173

All bags include a
FREE
Healthy
Baby Bag!

Diaper Bag Accessories

Diaper Changing Pad

Price = \$1.25

Style #CW902

23"L x 12"W



Wipes Holder

Price = \$1.50

Style #CW904



32 ounce BPA Free Hydration Bottle w/Straw

Price = \$2.99

Style #CW903



All accessories are available with your hospital logo. Shipping not included.
Minimum order quantities may apply.

General Artwork Guidelines

The proper artwork will allow Cottonwood Kids to quickly and efficiently provide you with the best reproduction of your hospital logo. To best handle your order we request that you provide us camera-ready artwork of your logo (we strongly prefer an Illustrator EPS File). If you do not have the proper artwork, please provide us with what you have and our artists will be happy to recreate your artwork into the form we need to produce your order.

What is an EPS File?

EPS stands for Encapsulated Postscript File. This is a vector based, computer graphics file format developed by Adobe Systems. EPS is the preferred format for many computer illustrations because of its efficient use of memory and fine color control.

Where do I send my artwork?

Please send your artwork to art@cottonwood-kids.com

Please reference in the subject line your hospital name and order number.

Questions?

Please call our toll free number, 1-877-433-1326 or email your questions to

sales@cottonwood-kids.com

order Details:

To initiate your order, please fax the completed order form (page 25) to (603) 433-6562. The order form must include contact information for the person in charge of this promotion at your hospital. Please contact us at 1-877-433-1326 if you have any questions.

Artwork:

If you cannot provide usable artwork we will be happy to recreate your logo for you. Our artist fees are \$100 per hour and are charged in 15 minute increments. We will provide you with a written quotation for artwork for your approval prior to creating your artwork.

Proofs:

We will provide a pre-production paper proof of your order prior to running your order. If requested, we will provide you with a physical proof. Physical proofs cost \$50 but will be refunded when the order is finalized. We will not process your order until the pre-production paper proof is approved (signed and dated). Delays in approvals can delay shipment dates.

Shipment:

Healthy Baby Bags are shipped quarterly in June, September, December and March of each year. All customer bags will be delivered 90-120 days after receipt of order, deposit and proof approval.

Payment Terms:

50% deposit with balance due net 30

Fulfillment Programs:

We offer fulfillment of custom bag orders where we store your annual quantity and ship to you monthly based on your hospital's birth rate. We charge a flat fee for storage of \$350 per 1,000 bags, and shipping to your hospital is not included.

Cancellations:

Cancellations will be accepted only if merchandise has not been customized. Cancellations must be made in writing and received via fax at (603) 433-6562.

Please fax order form to 603-433-6562

Hospital Name _____

Street Address _____

Street Address 2 _____

City _____ State _____ Zip _____

Contact Name _____

Phone _____

Email Address _____

our Hospital would like the following:

Bag Style # _____

Bag Name _____

Quantity _____

Color of Bag _____

Logo Name _____

How many colors is your logo? _____

Accessory Style # _____

Accessory Name _____

Quantity _____

Fulfillment Program

yes no

Upon receipt of this form, we will provide you with
a sales order acknowledgement that will include all charges.
Thank you for your participation.



Thank You!