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CYBEX I-GO – Press Release

New baby carrier unites safety and comfort for baby and parents

The I-GO baby carrier by the inventive heads at CYBEX is their first product in the field of softgoods – and at the Cologne Fair „Kind & Jugend“ it will once again stun the visitors: the CYBEX carrier was developed in accordance with orthopedic aspects, it is fascinating due to its simple handling and its convincing modern design. This puts the I-Go baby carrier in a row with the CYBEX products that were developed according to the S.D.F. principle of innovation – (safety, design and functionality) simply go together.

The most important feature of the new I-GO: the baby can be carried comfortably in a horizontal position during the first four months – thus I-GO supports baby's spinal column which is, at that stage, not completely developed. Paediatricians recommend this position during the first months in order to prevent that the entire weight is carried by the spinal column. This means, CYBEX I-GO allows the parents to carry their baby more carefully without possible burdens for the development. Afterwards, parents can transport their child in the I-GO in a vertical position up to an age of approximately 1 year – while baby is either facing the parent or later enjoying a free view ahead.

Through separation of belt and carrier, the I-GO offers highest comfort and safety when putting it on: first, the parent can optimally put on the belts separately from the baby, then the baby is wrapped comfortably in the carrier and the carrier is attached to the belts. A stable supportsystem provides for a firm attachment of the carrier to the belts. Also, the carrier without belts can be used as changing mat which makes both child and parents more flexible. The soft padding of the interior help to raise the level of comfort for the baby noticeably and render going for a walk with the I-GO an enjoyable experience. A great contribution to this is the orthopedic back rest which can be individually adapted to the person who is carrying the baby. And on top of it all, the I-GO is particularly simple to handle and to carry.

Of course, the CYBEX I-GO, like all CYBEX products, presents itself in a timeless design: with its numerous elegant color combinations, the I-GO always shines and it matches every style. At the same time, the CYBEX carrier marks the entry of the company in this field – and further innovations for this segment are already in planning. After the successful premier of the CYBEX

Solution child safety seats last year, CYBEX step by step takes over the proven S.D.F. principle of innovation for other product lines in the baby and nursery branch. This principle fosters and demands innovations in safety (S), design (D) and functionality (F) and it not only formed the basis for the victory of the CYBEX Solution in numerous tests up to this date, but also for the honor of the Innovation Award for the most innovative child safety seat at the “Kind & Jugend” 2005.

Výrobce:

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