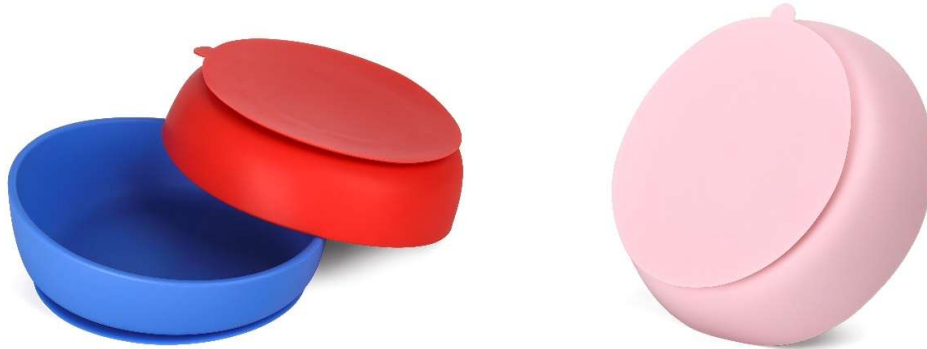


Doidy® bowl

NEW

PRODUCT DATASHEET

Doidy® Bowl
the uniquely *slanted* weaning bowl
from the makers of Doidy®Cup



PURPOSE:

The Doidy®Cup was scientifically designed in 1950 with a unique slant to teach infants to drink from an open cup NOT a spout or teat. The shape is now iconic in that it's rationale has stood the test of time and the design remains the same nearly 70 years later.

Doidy's first innovation in that time is about to be launched in Summer 2018 and is called Doidy® Bowl. Following a similar rationale, the bowl is slanted at one side to allow the child's scooping action of their spoon and help place the food on to the cutlery. Another exciting feature is that the Doidy Bowl has a suction base which prevents the infant from lifting and spilling food.

BENEFITS:

- ✓ Doidy® Bowl has a suction base that fits most popular brands of high chair.
- ✓ Slanted design is perfect for 'Baby-Led-Weaning' & puréed foods alike, it helps prevent spillages whilst supporting the scooping action of cutlery, plus has the ideal capacity from first foods to baby meals.
- ✓ High quality, food grade silicone material with a soft finish - available in 3 popular colours Red, Blue & Pastel Pink
- ✓ Dishwasher & microwave safe
- ✓ BPA, PVC & Phthalate free
- ✓ Gift packs available with matching Doidy® Cup
- ✓ Available in a pouch to enable portability when you're out & about.

Doidy, Bickiepegs and Bickie are all registered trademarks owned by Bickiepegs Ltd.
- a division of **Bickiepegs Healthcare** Ltd - a Family Business

Updated June 2018

Doidy[®] bowl

NEW

TECHNICAL

Available in 3 colours - **Doidy[®] Bowl is made from virgin food grade silicone and DOES NOT contain Bisphenol, Phthalates or PVC.** The bowl can be sterilised in a steamer or microwave steamer, is top shelf dishwasher and freezer proof. All colours conform to BS EN14350. We recommend caution when warming liquids in a Doidy using a microwave as it can lead to patchy heating of the silicone rubber. Silicone rubber is stable in a temperature range of -20°C and +140°C and we strongly recommend not going outside of this temperature range.

PACKAGING & PRICING:

Single bowl pack MRRP £9.99

Packed in a pouch pack

PIP Code: Colour Specific

Gift Pack (bowl & cup) MRRP £12.50 (saving 10% off separate prices)

Export Commodity Code: 4014900000

Sales unit EAN Code: Colour Specific

This product is Standard VAT in the UK at 20%

For wholesale and multiple retail pricing please contact us using the details below.

DOIDY CUP HISTORY:

Developed and first produced in the 1950's by a British technical draftsman whose son had impeded speech development through prolonged use of teated bottles. So called because his son pronounced Daddy as Doidy – the iconic slanted design has stood the test of time practically and visually. The product is one of a small few plastic products still made in the U.K.

CONTACT:

Bickiepegs Healthcare, 5 Blackburn Industrial Estate, Kinellar, Aberdeenshire,
Scotland U.K. AB21 0RX Tel: 01224 790626 E-mail: enquiries@bickiepegs.co.uk

www.doidy.co.uk



Doidy, Bickiepegs and Bickie are all registered trademarks owned by Bickiepegs Ltd.
- a division of **Bickiepegs Healthcare** Ltd - a Family Business

Updated June 2018