

Bright Ideas for Baby Care

BabySmart Adds Diaper Holder to Its Line of Changing Table Aids

BERNARDSVILLE, N.J., Oct. 1, 1995 – BabySmart today introduced a diaper holder that hooks onto a changing table, positioning diapers close at hand for changing baby safely. It is believed to be the first product of its kind on the market.

“As a new mother, I found that even the best-designed baby-care equipment didn’t put diapers within easy reach,” said Diane Zissu, president of BabySmart. “So I designed this convenient holder to put diapers where you need them during the changing process.”

The patented BabySmart Diaper Holder*, made of clear, pliable plastic, attaches to the changing table and holds 24 diapers. “You don’t have to let go of the baby or stretch to grab a diaper,” Zissu said. “Baby stays safe and secure.”

Zissu’s company also produces the BabySmart Wipes Holder*, which, similar to the diaper holder, puts wipes within arm’s reach during changing.

Founded by Zissu, a mother of three and formerly an interior space designer, BabySmart offers “smart” products that simplify life for parents and babies. BabySmart products are available across America in such specialty stores as Baby Superstore and Toys “R” Us, in Caldor and Baby Depot of Burlington Coat Factory, and in One Step Ahead and The Right Start catalogs.

*Patent Pending

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