

## European Baby Basics Industries Incorporated

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European Baby Basics Industries has been active in international marketing and in the development of reusable products for three years. The products developed/co-developed and marketed are: Indisposable, infant diapers for home and institutional use; and, Quality Care, youth and adult incontinence products for home and institutional use. The Indisposables product has been granted a Canadian patent. European Baby Basics Industries is the exclusive marketing partner for Indisposables in Europe, South America and other regions.

In those countries where the firm is present, products are sold through agents to institutions and through distributors to the end-user for the home market. The firm offers testing, after-sales-service, rental packages, and custom sizing for almost all products. Major clients include: Centennial Laundry in Toronto; AOK in Germany, a large government health insurance company; and, 24 daycare centres in Sweden.

The firm employs marketing staff who are capable of speaking english, german, french and spanish. The firm is seeking a variety of business relationships with direct sales, agents, distributors, joint ventures, strategic alliances, and licensees for product.

The firm is looking for the following characteristics in foreign distributors: experience and connections in related industries; a small warehouse facility and a complete office set-up; able to carry a small inventory; able to communicate, inform and motivate; and, able to recruit and guide a highly motivated sales force.

### **Products For Export**

Diapers  
Incontinence Care Products