



ERGOBABY LAUNCH AERLOOM, A FIRST-OF-ITS-KIND BABY CARRIER

The NEW Ergobaby Aerloom carrier is made to fit to parents' daily lives, empowering them to live active, on-the-go lifestyles with baby, while still feeling like themselves. Through its FormaKnit fabric and streamlined design, this carrier redefines the way parents think of comfort through fit, lighter weight, and airflow.



Aerloom's innovation is in how it's made. Each carrier is artfully crafted from premium Formaknit Fabric, a lightweight yet durable, machine-knit fabric, made by knitting strands of yarn seamlessly into unique patterns. A true feat of engineering, Aerloom delivers unparalleled stretch, support, and breathability, allowing parents to keep baby close without extra bulk.

Formaknit is made with 87% post-consumer recycled polyester, the equivalent of about 26 water bottles (with cap) per carrier! Every Aerloom is knitted to shape and trimmed to spec, meaning less waste in the manufacturing process, and it arrives with parents in eco-conscious packaging, helping it to boast a lighter carbon footprint.

Adjusting from newborn to toddler (7-35lbs / 3.2-15.9kg), without the need for an infant insert, Aerloom offers three carry positions: front inwards, outwards and back carry. It is also one of the lightest structured carriers on the market, weighing less than 1.5lbs (0.68kg) and is incredibly well ventilated. Seamlessly knit into the carrier's

back panel and shoulder straps, the ventilation keeps parent and baby cool when out and about or during exercise.

The carrier is available in Charcoal Black alongside limited-edition colourways Grey, Blue and Burgundy & Teal, and rolls up compactly for storage when not in use. A large, zippered pocket on the waistbelt fits phone, keys, and cards.



Like each product in the Ergobaby range, Aerloom supports baby in a hip-healthy “M” shape position, at all stages and in all positions. And, as with all Ergobaby wraps and carriers, Aerloom is covered by the brand’s 10-year ErgoPromise guarantee.

Key features of Ergobaby’s Aerloom:

- **Premium Formaknit fabric:** A lightweight yet durable, machine-knit fabric, engineered to achieve the desired stretch, support, and breathability in all the right areas without extra bulk.
- **A lighter carbon footprint:** 87% of the knit fabric is made with recycled polyester, the carrier’s design means less waste in the manufacturing process, and it arrives in eco-conscious packaging
- **Lightweight:** one of the lightest structured carriers on the market (less than 0.68kg)
- **Flexibility:** Accommodates three carry positions: front facing parent, front facing out, back carry
- **Adapts to baby’s growth:** Newborn to toddler (7-35lbs / 3.2-15.9kg)
- **Exceptional comfort:** Specially shaped shoulder straps and lumbar waistbelt adjust the carrier to a range of body types
- **Ergonomic design:** Stretchy, supportive fabric moulds to baby’s bum for a supported, ergonomic, ‘M’-shape seating position
- **Everyday convenience:** The large, zippered pocket fits phone, keys, and cards.

When not in use, the carrier rolls up compactly for storage and is machine washable.

Aerloom is available from 19th January 2021 exclusively at www.ergobaby.co.uk, RRP £219.90.

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For more information, images and samples please contact
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Notes to Editors

About Ergobaby

Founded in 2003, Ergobaby is dedicated to building a global community of confident parents with smart, ergonomic solutions that enable and encourage bonding between parents and babies.

The Ergobaby brand was launched by mother and clothing designer Karin Frost. Living in Maui she was searching for a baby carrier that would allow her to enjoy her active outdoor lifestyle and daily routine without having to sacrifice precious bonding time.

After trying seven different carriers with varying degrees of success, Karin developed her own soft structured carrier. With that early design, she went on to influence the safety standards by which all carriers are now made and to revolutionize the way babies are carried.

Today Ergobaby offers a broad range of award-winning baby carriers, swaddlers, nursing pillows, strollers and sleep products, that fit into families' daily lives seamlessly, comfortably and safely.

The ErgoPromise

The Ergobaby Aerloom Baby Carrier comes with the brand's ten-year guarantee, sending a clear message to parents all over the world that as their families grow, Ergobaby products will be there every step of the way.

The ErgoPromise formalises what parents have known for years, the quality of Ergobaby carriers mean that they can still be relied upon even after years of use. A baby carrier that has experienced a lot, and endured even more, becomes an heirloom, carrying each family baby when their time comes.

Standing behind the durability and quality of each and every carrier and wrap, the ErgoPromise is applicable to all carriers purchased from authorised retailers since January 1st 2017, and promises to replace affected baby carriers or send spare parts free of charge in the event of material or manufacturing defects.