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FOR IMMEDIATE RELEASE

## Lascal's Innovative Products Make Family Life Easier!

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**KENNESAW, GEORGIA – March 31, 2020** – Lascal's Swedish designed stroller ride-on boards and baby carriers are made with the highest quality in both design and materials, to make family life easier.

The new m1 Carrier was recently awarded the 2020 Reader's Favorite Award in the baby carrier category in *Baby & Children's Product News*. The m1 Carrier is the only carrier parents will need! It's great for infants, allowing babies weighing 8-12 lbs. to always sit in the most ergonomic hip-friendly "M-Position" with knees higher than the hip. It's also great for toddlers with the unique and patented Hip-Zip system, which offers perfect ergonomic leg support under toddler's thighs, even in the forward facing position. Soft padding and thigh support = no more uncomfortable dangling legs. The adjustable lumbar support for lower back comfort and a wide padded waist belt and shoulder straps relieve stress on the wearer's shoulders and neck. The super soft and breathable high-tech 3D fabrics ensure superior comfort, regardless of the weather.

The m1 fits all shapes and sizes with just a few quick adjustments using the intuitive and easy-to-use buckles, making it a breeze to put on and take off. The m1 Carrier is acknowledged by the International Hip Dysplasia Institute (IHDI) as hip healthy by giving correct support for baby's legs, hips and spine.

Lascal's flagship product since many years back, is the BuggyBoard, a universal ride-on stroller board that fits over 95% of strollers on the market. Lascal was the innovator of the first ride-on board in 1995 and has remained the global market leader by continuously innovating and making the state-of-the-art BuggyBoard better and easier to use. Lascal's BuggyBoard is the brilliant solution for transporting two children in a single stroller, with the older sibling simply riding along on the board when needed. It completely eliminates the need for a heavy and cumbersome double or tandem stroller and is available in three versions:

- Mini: Compact, lightweight and perfect for umbrella strollers.
- Maxi: Larger platform with higher ground clearance & superior suspension.
- Maxi+ with Saddle: Gives your child the option to sit or stand with a foldaway saddle.



**Lascal m1 Carrier**



**Lascal BuggyBoard Maxi+**

For more information, high-resolution images or samples, please contact [elisabeth@regallager.com](mailto:elisabeth@regallager.com). Follow Lascal on social media at @LascalFamily and #LascalFamily.

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#### **About Lascal Ltd.**

Lascal creates safe and enjoyable products, such as retractable safety gates, baby carriers and stroller ride-on boards for forward-thinking families. Lascal's philosophy is to develop products of the highest quality in both design and materials to make family life easier. For more information, please visit <http://www.lascal.net>

#### **About Regal Lager, Inc.**

Regal Lager is the exclusive distributor of carefully selected high quality baby and children's products in the United States and Canada. For more information on our brands, including Love To Dream, Dékor, Qdos, and Nomi, please visit: <http://www.regallager.com>

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