



FACT SHEET

Company Scootababy® LLC

Mission Statement To bring babies and parents closer together by offering a comfortable and convenient hands-free carrier that allows parents face-to-face interaction with their children.

Company Snapshot Scootababy LLC is a company focused on promoting the bond between parent and child. The Scootababy carrier, introduced in 2007, was designed by the company's President/Owner, Audra Meng, to meet her need for a well-engineered, quick and comfortable way to carry her sons in the most instinctive position.

The company's products are sold internationally in specialty stores and ecommerce sites.

Product Scootababy® Carrier, new collection launched Summer 2008

Key Product Categories Baby, Toddler, Gear, Travel

Target Audience 5 months and up
12 lbs to 37 lbs (5.5kg to 17kg)

Press Information For press information, samples, and images:

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BIOGRAPHY

Audra Meng (President, Owner)

Where are babies happiest? Perched on mom or dad's arm, being carried and snuggled. It's a great place to hang out... with a fantastic view to explore the surrounding world, and the security of looking up into mom or dad's smile. As a mother, Audra Meng quickly learned that a carried baby is a happy baby. As the President/Owner of Scootababy LLC, a baby carrier manufacturing company, Meng's mission is to make babies comfy and help make parenting a little bit easier for moms and dads – without the pain in the back and shoulders!

When it comes to design, Meng has it bagged. Having graduated from Caltech in 1993 with a B.S. in Electrical Engineering, followed by a Ph.D. in Bioengineering from UC Berkeley in 1999, Meng has always been obsessed with good engineering design and doing the research necessary to achieve it. After focusing on MEMS (Micro Electrical Mechanical Systems) in graduate school, Meng worked at a biotech startup in the Silicon Valley through 2002, as an engineer designing microfluidic systems for diagnostic testing and research. Working on novel devices with feature sizes smaller than a human hair, Meng learned to think outside the box and be detail-oriented, attributes that served her well when applied to baby carrier design.



Scootababy creator Audra Meng, with husband Jack and sons Ramsey and Kepler

In 2003, after the birth of her first son, Ramsey, Meng discovered that a baby carrier is an indispensable tool for modern parents. Ramsey was a bit on the colicky or fussy side and only could be consoled by being held. A lot. But not all baby carriers are created equal. After trying dozens of carriers, she was unable to find one that met her demanding criteria. It had to carry baby in the most natural position – straddling the hip and allowing interaction with baby, yet be hands-free. It had to be easy to put on, quick to adjust, and above all – it must be comfortable for both parent and baby.

Realizing that this holy grail of carriers could not be found, Meng set about designing one after her second son, Kepler (who, like Ramsey, thought being held rocked), was born in 2005. This type of engineering challenge was right up Meng's alley. Enlisting her husband, Jack, technical whiz with a Ph.D. in Physics, and Kepler as research staff,

Meng spent months creating and testing multiple prototypes until the perfect combination of function and form was conceived. In 2007 after more than a year of research and development, Scootababy was born.

After enjoying several years as a stay-at-home mom, Meng is glad to be putting her engineering skills to good use. In the short time since launching, the company has grown quickly and the Scootababy carrier is now available at retailers on multiple continents. The Scootababy carrier continues to garner rave reviews from new and experienced parents alike. Driven by a desire to help simplify the job of parenting, Meng considers it a significant achievement to satisfy babies while bringing parents and babies closer together.



BACKGROUND

Babies love to be held, and they thrive on interaction with their parents. In fact, babies usually want to be carried much longer than mom or dad can comfortably support their weight in their arms. Coming to the rescue of tired arms everywhere, the Scootababy® carrier is a hands-free way to carry a baby or toddler in the most natural position – straddling the hip, allowing face-to-face interaction between parent and child.

Achieving the ambitious goal of a carrier that is both comfortable and easy to use, Audra Meng designed the innovative Scootababy carrier with many highly functional features. First and foremost, the carrier comfortably distributes baby's weight with its wide, padded waist belt and supportive fleece shoulder panel. The fleece provides just enough stretch to allow easy arm movement. It's quick to put on and take off – particularly helpful for toddlers wanting to get up and down a lot, and simple to adjust with one hand. Because it's fully adjustable, mom and dad, and any other caregivers, can easily share the same carrier. In addition, Scootababy has a unique shaped “seat” to fit baby. These design features are combined to create a carrier that is excellent for carrying larger babies and toddlers – baby won't outgrow it in six months.

Wanting to share the benefits of this streamlined and well-engineered design, Meng founded Scootababy LLC together with her husband, Jack Boyce. Boyce is the computer and web design guru in the family, in addition to being the design consultant and chief tester for the Scootababy carrier. Meng spent many months sourcing materials from U.S. suppliers. After an exhaustive search, she found a wonderful Midwest sewing contractor. Every Scootababy carrier is made with care in the United States.

Since launching in the fall of 2007, Scootababy LLC has grown to offer its products through international retailers on four continents. The company is privileged to work with a top-notch team of contractors – including pattern maker, graphic designer, photographer, and publicist. From the very beginning, positive feedback from customers and press was overwhelming.

The Scootababy carrier was initially available in two styles: black denim with either fleece or quilted cotton lining. In response to popular demand for new looks to be added, a successful children's wear designer, Bethany Herwegh of specialty clothing line Georgie World, was hired to select prints for a stylish new collection launching in the summer of 2008.

The success of the Scootababy carrier can be credited to its ingenious and thoughtful design. The company's mission of enriching the bond between parent and child is achieved through a carrier that gives parents a comfortable, hands-free method of carrying their baby or toddler... making parents' lives a little bit easier while promoting interaction with their child.