



## The Toy Man™ 2008 Product Guide

**Product :** Scootababy Carrier

**Company URL:** <http://www.scootababy.com>

**MSRP:** \$107 USD

**RATING:** ★★★★★



### *Scootababy Carrier*

*Reviewed by: Rev. James G.W. Fisher - Product Evaluation Specialist*

*Review Date: 06/21/2008*

*The Scootababy is a hands-free hip carrier for babies and toddlers up to 40 lbs. Quick and comfortable, it features a padded supportive waist belt, specially shaped seat for baby, and soft fleece shoulder. Easy buckles allow one-handed adjustment.*

Product Type	Release Year	Primary Usage	Target Age / Max. Weight	Target Gender
Infant Carriers	2007	Consumer	5 Months +	Female/Male

### **Safety / Quality Classifications**

<b>CE Marked</b> <input type="checkbox"/>	<b>UL Approved</b> (Not Applicable)	<b>JPMA Certified</b> <input type="checkbox"/>
<b>ASTM Compliant</b> <input type="checkbox"/>	<b>Eco-friendly</b> <input type="checkbox"/>	<b>Eco-conscious</b> <input type="checkbox"/>

<b>Independent Lab Tested</b> <input type="checkbox"/> (Unconfirmed)	<b>Independent Lab Name</b>	
<b>Lead Level</b> <i>(Complies with 16CFR 1303 Regulation)</i> <input type="checkbox"/>	<b>Lead &amp; Other Heavy Metals Level</b> <i>(Complies with ASTM F963)</i> <input type="checkbox"/>	<b>Phthalates Level</b> <i>(Complies with CA Phthalates Regulation - 6 Types)</i> (Not Applicable)
<b>Flammability - Solids</b> <i>(Complies with 16 CFR 1500.44)</i> (Not Applicable)	<b>Flammability - Textiles</b> <i>(Complies with 16 CFR 1610)</i> <input type="checkbox"/>	<b>Mechanical/Physical Tests</b> <i>(Complies with ASTM 1963/16 CFR 1500)</i> (Not Applicable)

<b>Manufactured In</b> U.S.A.	<b>Safety Hazard/Warnings</b> None
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## ***Introducing Scootababy***

Every mother endures the same experience of having to decide between placing their precious child in a stroller to relieve the stress from their spine from carrying their infant. On the other hand, having the child in a harness of some sort keeps the child close and nurtures the maternal instinct to keep the child close to your bosom. Scootababy provides the solution to this dilemma with an innovative new concept in baby carrying solutions.

## ***Not Just Another Wannabe Solution***

Scootababy is not just another wannabe solution; quite to the contrary as a matter of fact. Scootababy is a combination of years of study and research, natural carrying position, design quality, and ease of use with a touch of motherly love in its creation.



A key point which was noted in our evaluation is how that the positioning of your child when you are using Scootababy is a mirror of how you instinctively carry your child, only easier, (*depending upon your frame and weight.*) In addition, Scootababy can be used for babies up to 40 pounds! If all of this wasn't enough, you should also take into consideration that Scootababy provides face to face contact, is hands free which will allow you to handle more tasks than in the past when carrying your child. This is also a vital concern when you consider emergency situations. Comfort for adult and the baby.

Just imagine true comfort for both the adult and baby using Scootababy. It is lightly padded for baby safety and comfort, distributes weight evenly, has a supportive fleece shoulder which is stretchy and conforms to the shoulder without impeding arm movement, and best of all, has a wide, padded, waist band!

## ***Scootababy's Quality & Ease Of Use Go Hand In Hand***

One thing that goes without question with Scootababy is that its quality and ease of use go hand in hand. To start off, Scootababy buckles and can be easily adjusted with one hand. This is an important custom feature to consider. This enables a quick up and down of Scootababy which is not affected by the age of the child.

We put Scootababy through the ropes to see just how durable it was, check for color fastness, and just overall durability for long-term extended use. Using infants from the entire range of age/weight which is acceptable for Scootababy, we were able to test Scootababy with a wide variety of mothers of different ethnic origins and environments to see if there would be works any variance in durability. This even included using a diverse variety of laundry detergents and drying Scootababy in the hottest dryers we could find for extended periods of time. Despite the abuse and pushing the limits, Scootababy remained in mint condition with minimal signs of wear.

It was great to see that unlike many other carrying products on the market, Scootababy's waist and shoulder straps adjust to fit most adults with no need to buy different sizes for different users! That is an immense relief to a lot of people you can be sure. One of our evaluation staff noted how Scootababy folds up into a minimal sized footprint for storage and tucks neatly into the nylon drawstring bag that comes with it. That was an important feature in our evaluation. Scootababy represents the utmost level of quality and ease of use, all in one single package.

## *Consumers Say It Straight*

Nothing is more powerful than hands on experience by a consumer with a product when it is being tested. Based upon that fact we put every single product we evaluate at the mercy of consumers in a hands-on evaluation where anything goes. Shall we see how Scootababy fared with the consumers?

With the help of a medical group here in Las Vegas, we were able to put Scootababy through consumer testing for well over a month now with a group of mothers who had babies which were between two to seven months of age. The mothers were all patients of the doctors in this medical group and were eager to be participants in our evaluation. Each mother was able to have Scootababy for a period of one week or longer, using it, washing it, and putting it through the ropes in their everyday lives with their infants. Upon completion of the evaluation period, each mother filled out a consumer hands-on evaluation form to provide feedback which we would use as part of our evaluation process.

I never expected such an incredible collection of comments from these mothers to be acquired from this evaluation. One of the mothers not only filled out the form but added another sheet of paper on top of it to share her thoughts and experience with Scootababy! The primary comment that was consistent amongst all of the mothers was in reference to "...*the sheer simplicity of using Scootababy.*" It appears that simplicity seemed to supercede any and all other concerns. According to the mothers, Scootababy was comfortable, and durable, but "*A mother's life is tough enough as it is with the care of an infant; to have something such as Scootababy to lessen the strain is a true gift from heaven!*". Ever get the impression the ladies were pleased with using Scootababy?

## *A Breakdown Of Each Individual Category Score*

While other organizations will define their ratings in a "blanket" method which simply defines each rating in an overall usage, we choose to take a different approach. Each individual rating that was assigned to this product, based upon our evaluation process, is briefly explained as to how that specific rating score was reached. The ratings for this product are listed below.

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**DESIGN QUALITY:** Rating Level **5** - The level of quality in the design of Scootababy was nothing but the very best! Scootababy is carefully designed to maintain the same level of quality after an extended period of time and repeated washings, just as it originally had when first used. The denim material was a wise choice in the textiles used for Scootababy. Careful thought was put into the design and functionality of the product. Scootababy pulls a perfect score of "5" in this rating category.

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**DURABILITY:** Rating Level **5** - The level of durability in the design of Scootababy was just as it was in the design quality category, nothing but the very best! It is easy to see at first glance that this product was designed to last. The materials used to create Scootababy was a very smart move. The black denim was high quality and didn't fade quickly after repeated washing as expected. Careful thought was put into the design and functionality of Scootababy with meticulous attention to consistency and quality. Scootababy pulls a perfect score of "5" in this rating category.

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**MARKETING VALUE:** Rating Level **5** - Everything was nothing but the best. One of the biggest positive elements of the evaluation results was the simplicity of using Scootababy. It is simply amazing how a

product such as this can have such a substantial positive impact on a woman's daily life. It is important to understand that this was established not from just a one woman, but from a generous number of women with a consistent positive voice of opinion in regard to Scootababy.

The price point might have some impact for a limited few, but according to the mothers we interviewed, when you look at what Scootababy delivers, the price point isn't even of the slightest concern. Scootababy scored nothing but the very best in this category.

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**POPULARITY:** Rating Level **5** - Popularity? That was a tough one to calculate here but eventually the scores were all added up and Scootababy pulled a perfect score in this category. Scootababy was quite an item with the consumers who did the evaluation from the consumer side of things. It was undoubtedly well above average in popularity when we combined our own evaluation scores with the consumer scores in this category.

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**VERSATILITY:** Rating Level **4** - For Scootababy, versatility was well above average, just not a slam dunk. Scootababy can be worn in various positions yet there just wasn't enough uniqueness and diversity in versatility to bring home a perfect score in this category. The bottom line is that Scootababy pulled a score just a single digit short of a perfect score in this category!

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**VISUAL APPEAL:** Rating Level **4** - When it comes to visual appeal, Scootababy was impressive. In our consumer hands-on evaluation, we had nothing but positive comments from every single woman, not only about the color or style, but the product as a whole. Although there was such a strong and well above average response from the consumer evaluation participants, combined with our in-house evaluation scores Scootababy fell short of a perfect score by a single digit in this category.

**EVALUATION RESULTS** - From evaluation for induction into "**The Toy Man™ Product Guide**"

**Overall Rating:** 5

**Seal of Approval:** Approved

**Award of Excellence:** Approved

**THE TOY MAN™ SEAL OF APPROVAL**



SEAL OF APPROVAL  
2008

*"The Toy Man™ Seal of Approval"* serves as an emblem of professional recognition for having met the high standards of The Toy Man™ Product Guide for quality, safety, value, and product integrity. In essence, only the products submitted for our evaluation which have what it takes to meet our high standards are approved for induction!

*It is important to realize that this emblem was established in 1971 by the [INTERNATIONAL PARENTING institute™ \(IPI™\)](#), for exclusive use by [The Toy Man™ Product Guide](#) in its product evaluation process. It is modeled after the "[Good Housekeeping Seal of Approval™](#)", an emblem of recognition for products which meet the globally recognized high standards set forth by the Good Housekeeping Institute™.*

## THE TOY MAN™ AWARDS



**The Toy Man™ Award of Excellence** - The products and services which become recipients of The Toy Man™ "*Award of Excellence*", are those which rise to the very top in their evaluation. These products/services not only passed our strict and constantly evolving evaluation guidelines, their evaluation earned an overall category rating of "5", the highest level of rating available on a 1-5 scale basis.