



**“Swimming Wetsuits To Keep Babies & Kids Warm When Wet.”**

**Product Release Information: New Arrival – Babies And Kids Swim With Konfidence**



Singapore -- 16 February, 2008 -- Konfidence.com.sg, the local authorized agent of Top UK Babies and Kids swim wear brand Konfidence™ launches in Singapore, the first country in the Asia market to showcase its products. The products are currently sold through its website Konfidence.com.sg, expatriate fairs, specialty stores and swim schools specializing in babies and kids (check their website for updated information on where you can purchase their products).

Konfidence started in 1998 with the invention of the Original Konfidence Jacket. This popular and best-selling jacket features a unique 8-float system for easy adjustable buoyancy to help your child learn to swim. Since then the company has expended to a range of babies, infant, kids and adults swim wear. Its range of Warma Wetsuits (from new-born to age 7 years old) is its current top seller with its unique sleeveless and keep-warm 2.0 Neoprene (divers' wetsuit material but thinner for babies and kids). This was designed with the swimming babies and kids in mind – sleeveless for free movement of arms, Neoprene to keep babies warm in the water; and Velcro straps that gives a snug-fit which are safe and easy to wear.

Its Mini BabyWarma™ range (for age 0-12months) is the only open completely flat baby swim wear in the market. Extremely easy to ‘wear’, this wetsuit is ideal for parents to introduce babies to water. All Warma wetsuits and Jackets come in bright and attractive pink and blue. Prices range from \$64-95. Be sure to check their website Konfidence.com.sg for special offers and promotions (or send an email with your name, email address and contact details to [enquiry@konfidence.com.sg](mailto:enquiry@konfidence.com.sg) to sign up in their customers mailing list to get updates).

From their website Konfidence.com.sg, “All Konfidence products are inspired by our customers demand for good looking, practical, functional and affordable swimwear, beachwear and sun protection clothing.

Our fantastic baby swimming range has been developed in conjunction with Swimming Teachers

from the UK and the USA to allow babies and their Mums and Dads to get the most from their time in the water! Everyone's talking about the brilliant Konfidence BabyWarmas."

The Original Konfidence Jacket (age 2-3 and 4-5 years)



The Mini BabyWarma (age 0-12mths), Baby Warma (age 12-24mths) and ChildWarma (age 2-7years) wetsuits.



The specially designed unique features of their Warma wetsuits and Konfidence jackets that will benefit your babies and kids are:

- a. High quality **2.0mm wetsuit material Neoprene** to *keep babies warm in the water or chill of the wind while learning to swim*. It also provides sun protection SPF50 for babies.
- b. All wetsuits and jackets are specially designed for the babies to learn swimming. Our wetsuits and jackets features one of its kind "**Sleeve-less with over the shoulder Velcro straps**" for *easy and full-movement of babies tiny arms* when learning to swim. These **top Velcro straps** also *allows for a snug-fit* – essential to keep babies warm in the pool.
- c. All wetsuits are fitted with Velcro for a more snug-fit which are also baby-friendly (compared to zippers).
- d. Our Mini BabyWarma range (for babies from 0-12months) opens completely flat for mums and dads to "wear" or rather wrap the wetsuit on their babies easily. The over the shoulder, left-side and bottom Velcro straps are positioned on the front for easy access.

- e. Our BabyWarma range (for babies from 12-24months) features over the shoulder and bottom Velcro straps while our ChildWarma range (for ages 2-7 years) has over the shoulder Velcro straps for an easy and snug-fit.
- f. The Original Konfidence Jacket features an **8-float system** that allows the *buoyancy to be adjusted* while the child gets more comfortable with the water.

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