



Media Release

For immediate release

Keep your little ones super safe with mokopuna merino™ babywear

mokopuna's aim is to always ensure that their clothing is super safe for little ones. That's why mokopuna were amongst the first to test their merino fabrics in accordance with new fire safety regulations for sleepwear, which came into effect in April of this year.

"mokopuna merino™ proved that it is one of the safest fabrics a child can wear," said Sonia Turner, mokopuna designer, "our fabrics easily passed the test and were twice as safe as that required to meet the standard*, easily exceeding those of all other commonly used textile fibres."

mokopuna's current white "low fire danger" labels also meet the new regulations which means the garment is at the lowest level of fire risk. mokopuna merino™ is naturally fire retardant so it self extinguishes when the source of the flame is removed and when it burns it doesn't melt and stick to skin.

The Consumer Affairs Ministry regulations were introduced after several children were burnt when their pyjamas caught fire. So fire safety warnings on children's nightwear are now compulsory after the death of one young boy and serious injuries to at least four others.

Whereas many fabrics require man-made chemical flame retardants, mokopuna merino's™ own natural properties eliminate the need for these. And with the growing concern that parents have about exposing their children to harmful toxins, mokopuna is an excellent alternative.

Not only is mokopuna naturally flame retardant, but it's made from the finest and softest 100% pure merino wool, it naturally regulates temperature, is silky and soft next to young skin, it is naturally anti-bacterial, non-allergenic and stain resistant and provides far greater UV protection than other fabrics such as cotton, linen and viscose.

mokopuna merino™ is also a sustainable resource. It is processed with very little environmental impact and mokopuna merino™ was the first merino babywear range with Zque accreditation. Being Zque certified means that all mokopuna merino™ garments meet standards in animal welfare, environmental, social and economic sustainability, in addition to being traceable back to the source of the fibre.

mokopuna merino™ may well be the absolute wonder clothing for your little ones!

** AS/NZS 1249:2003 Children's nightwear and limited daywear having reduced fire hazard*

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Visit www.mokopuna.com for more information.

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