

Grip Baby™

Grip Baby™ Makes Debut in the Market With First-of-Its-Kind Infant Crawling Support Onesie

Strategically placed silicon grips actively support baby's first adventures, eliminating slips and slides and providing a secure foundation for exploration

SAN FRANCISCO — September 10, 2024 — [Grip Baby™](#) (Pat. Pend.), the innovator in essentials that empower and support baby's firsts, made its first foray into the market with the patent-pending Grip Baby™ crawling support onesie, which provides grip to the places where baby needs it most. Soft, sustainably made and thoughtfully designed, Grip Baby™ is more than a garment: It's a vital tool for baby's growth, a companion for exploration, and a safeguard for baby's budding confidence.

The slick floors in our homes aren't easy to navigate and can even pose a safety risk for active babies that are just learning to get around. To help here, the Grip Baby™ first-of-its-kind onesie has strategically placed silicon grips along the legs to help baby gain traction on slippery surfaces as they learn to crawl. Made of bamboo and spandex, Grip Baby™ is soft on sensitive skin, and a zipper made from recycled zippers adds a sustainable element. And, according to pediatrician Dr. Ted Handler, Grip Baby™ also provides a way for parents to apply evolutionary principles to figure out what makes sense for their baby.

"We all evolved to crawl outside; now, babies must contend with surfaces of all types, including slippery hardwood, tile or stone, and carpets of different textures," said Dr. Handler. "Grip Baby™ simulates the muscular forces that would have been present were it not for our modern environments. It's more natural and makes evolutionary sense."

"I'm a 17-year veteran in the marketing and advertising space, with past roles at Pinterest and Google, but my most important role has been as mom to our two small kids," said Ally Weiss, CEO and creator of Grip Baby™. "I came up empty-handed in my search for something to support my crawling baby. That's when I began designing this product. Patent-pending Grip Baby™ is the only onesie to address a huge gap in the market for products that actively and safely support a baby's curiosity to explore and experience their world through crawling."

In a groundbreaking move that sets a new standard in the industry, founder Ally Weiss has introduced a revolutionary approach to marketing in the baby space. In a departure from traditional practices, Weiss's brand is pioneering a commitment to safeguarding children's privacy by choosing not to feature children's faces on its website, social media, or marketing materials. "Recent trends in exploiting children for commercial purposes have raised serious concerns," said Founder, Ally Weiss. "I wanted to create a brand that prioritizes the protection of children in the digital space. Our mission is to find inventive ways to market our products while ensuring the privacy and safety of our youngest generation. I hope this encourages other brands to take a look at their marketing practices and make some changes."

Available now in two colorways on our website and on TikTok Shop — and shipped through ecommerce platform [Pietra Studio](#) — Grip Baby™ is an essential first piece in baby's wardrobe, and makes the perfect baby shower gift. For more information, please visit www.gripbaby.com.

About Grip Baby™

Grip Baby™ is fueled by the idea that every giant leap begins with a secure and supported crawl. Through continuous innovation and a commitment to uplifting growth and development, Grip Baby™ is setting new standards in developmental care, ensuring the smallest feet are actively supported from the ground up.

For more information, please visit www.gripbaby.com.

PR Contact

RebelComs

Sammy Totah

Sammy@rebelcoms.com