



FOR IMMEDIATE RELEASE
August, 2011

**Babyville Boutique™, DIY Cloth Diaper Sewing Program from Prym
playful prints and coordinating notions for creative sewing**

Spartanburg, SC . . . When many people think of cloth diapers, their thoughts return to rubber pants, diaper pails, and inconvenience! Well, those days are long gone and now diaper-sewing consumers can sew adorable, eco-friendly diapers and coordinating baby necessities that are fun, easy, creative and economical.

Babyville Boutique™ from Prym Consumer USA is a completely coordinated program that includes PUL (polyurethane laminate) fabric in 10 darling prints and 14 solid colors, in packages of 3 diaper cuts measuring 21" x 24" or by the yard, fold over elastic FOE, Plastic Snaps, Snap Pliers, Embroidered Appliques, Embroidered Labels, Colored Hook and Loop Tape (EZ Adjust Tape™) and Buttons. All products have been thoroughly tested to ensure baby's safety.

Two full color books, "Cloth Diapers Made Easy" Sewing Book and "Baby Essentials Made Easy" by Jean Kievlan and Ellie Joos, the program creators, complete the family of products. In "Cloth Diapers Made Easy", consumers will find pull-out patterns for diapers and soakers for newborn to large sizes. "Baby Essentials Made Easy" will inspire consumers to use the PUL fabrics and accessories to make changing pads, bibs, placemats, diaper bag, toys and many more creative baby necessities.

The Babyville Boutique DIY Diaper Sewing Program arrives in most JoAnn Fabrics, all Hobby Lobby, and select Hancock Fabrics stores starting in September!

The www.babyvilleboutique.com website and blog launches later this month to provide a dedicated space for tutorials, communicating, and sharing. The Babyville Boutique™ Facebook page, now up and running, is alive with excitement and pictures posted by some of the creative diaper sewing testers at: <http://www.facebook.com/BabyvilleBoutique>

About Prym Consumer - Prym Consumer is the world's leading supplier of sewing and quilting products. As a division of William Prym Group located in Stolberg, Germany, it remains forefront in the leading technology for offering quality products and marketing innovation worldwide.

#

CONTACT:

Ellie Joos
908-459-9269
eleapple@hotmail.com