

Babies, Laundries, and latchOns™ Finally Come Together

PROVO, Utah – Today comes the news that many have been expecting to occur for some time. Baby Laundry has acquired the Button Barn to become a bigger, one-stop shop for your entire baby needs.

The Button Barn, best known for its hugely successful latchOn™, used to make nursing mothers have more comfort when feeding their babies in public, will now become part of the Baby Laundry company, where they will help to continue to assist in the marketing, manufacturing, and selling of the latchOn™.

The latchOn™ will now be sold at all Mom and Me stores along the Wasatch front as well as Intermountain Healthcare hospitals on Jan. 12. You will also be able to order it online at www.babylaundryandmore.com.

Cindi, writer of the Utah Mom's Life Blog, commented on the merger by saying it is going to only help the latchOn™. "I have bought many things from Baby Laundry, and have been very pleased with their help and service," she said in her post of the news. "Though, not to make it sound like the Button Barn was failing in its customer care, seeing as how some little troubles occurred, mostly at the retail stores and hospital gift shops, it'll be nice to see things get picked up and cleaned up with the assistance of Baby Laundry."

When asked about what she thought of the situation as a valued customer, Julia LeSueur from Berkley, Calif., commented as saying, "I am glad that this will be more accessible. My friends and family who live in Utah keep raving about this latchOn™, and now that I am pregnant with my second child, I am excited to have a better chance to see this in person and use it!"

Baby Laundry is based in Pleasant Grove, Utah. Known for its high-quality blankets, burpies, and swaddlers, it is considered to be one of the best independently owned baby stores in Utah. It's critically acclaimed for its goods, services and social media.

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