



EquiptBaby ... the back story:

Kristin Hatfield, Owner and Inventor of EquiptBaby, shares how she came up with the diaper bag and bassinet:

“When my son was a month old, we had family visiting for an afternoon. The weather was beautiful so we were all out on the patio. It was tight quarters and I wanted my son outside with us while he napped, I thought the fresh air would do him good. I remember thinking ... hmm, I will get the pack-n-play, no that is too big; it will take up too much patio space. How about I wear my baby carrier and just hold him? No, I wanted a break. Then, it dawned on me; what is needed is a portable bassinet!

That night after my family left, I looked and looked online for something I could buy, a bassinet that was compact, small, lightweight and easy to use. I found nothing! I began asking around to other mothers to see if they knew of any products that existed, the answer was a resounding No. So, I began drawing what I would want in a portable, traveling bassinet. The bassinet would need to be lightweight, close up tightly and most of all be easy to use. The mind of a mother can race and my mind didn't stop there, I began thinking ... where would the bassinet live? In its own special bag? No, that would be something else to haul around. What is the one thing that I always have besides my baby boy? Answer: His diaper bag! And that is when the light bulb truly went on!

However, I didn't stop there, how about the ultimate diaper bag that holds a collapsible bassinet, a cooler for bottles or snacks, ample storage space for diapers, wipes, cloths, changing pad and toys.

And thus, EquiptBaby was born!”

This idea came about by trying to simplify my life after learning babies require so much stuff. And I was tired of packing and unpacking all the time. Getting out the door seemed time consuming and over whelming! Why not have everything in one bag? I could be all set for day-to-day use, a day at the park, the beach, traveling in airports, visiting family for extended stays or when family comes, the baby and I will be with them on the patio for nap time.

I know you will see the simplicity in the design of the bag. EquiptBaby will help families spend less time packing up and more time on the GO!

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