



2018

BCiA

Baby Carrier Industry Alliance

**OUR YEAR
IN REVIEW**

What a year full of ups and downs we've all had! Much like the year before, this year really held some interesting surprises. We saw industry mergers and cooperatives form, and a few companies change hands. We saw companies trying to enter new markets and decide that it wasn't for them as quickly as they came in. We've seen legal issues destabilize a considerable portion of the industry and it is unclear what the long-term fall-out will be from these events. Earlier this year our educator community went through a significant restructuring process when Babywearing International announced that their organization was dissolving. We have been working with the former organization to discuss preserving the wealth of information that was developed over the years. It has been interesting to see how former affiliated groups have restructured themselves to continue community outreach in different ways. We have also made it known that the BCIA will always be an umbrella space for our educators in whatever capacity is of use to them.

You're telling us where you are and we're responding. We rolled out two new membership levels this year: a non-profit category and a "downsizing business" category. Both are meant to take some of the financial burden off of those who need it. We increased our regular membership rates by 10%, our first increase in our 9-year history. We also rolled out a series of new compliance programs that allow manufacturers to pay for exactly the type of customized services they need, no more, no less. And of course all of our regular services and programs are continuing to run.

The books are looking pretty lean this year and we are adjusting business accordingly. We have lost some of our larger members and a lot of retailers have closed their doors. Businesses are moving more and more to online sales platforms and we're doing our best to refocus on how we can help our small businesses navigate these spaces. We're cutting down our staffing hours and honing in on the services our members are actively using. Our travel priorities are similarly pared down, with focus on attending ASTM and CEN meetings, making sure your industry voice is properly represented in the standards development process.

We are still seeing steady growth in the European and Canadian markets, and we are so excited to see you all at Kind & Jugend in Germany, and at the Future for Baby show later in the new year!

**Linnea Catalan, Executive Director &
Britt Pegan, BCIA Chair**

Board of Directors & Staff

Britt Pegan, Chair 2010-2019 Milkface Nursingwear, Canada
 Arie Brentnall, Vice-Chair 2010-2019 Canadian Babywearing School, Canada
 Susan Gmeiner, Treasurer 2010-2019 Maya Wrap, USA
 Kristi Hayes-Devlin, Secretary 2018-2021 Columbus Trading Partners, USA

Beth Warrell Leistensnider 2010-2019 Catbird Baby, USA
 Joanna McNeilly 2010-2019 Center for Babywearing Studies, USA
 Daniel Lucas 2011-2020 Diono, UK
 Diana Mateescu 2016-2019 Poarta-Ma!, Romania
 Vinod Samuel 2016-2019 myheartcreative, USA
 Kit Jenkins 2016-2019 The Carrying On Project, USA/Germany
 Tina Hoffmann 2018-2021 DIDYMOS, Germany
 Alisa Heytow-DeMarco 2018-2021 Tekhni Wovens, USA

Linnea Catalan, Executive Director 2012-present, Canada
 Nadine Hylton-Morris, Membership Coordinator 2016-present, Canada

This year we are making some changes to our Board of Directors. Over the years, our board has slowly grown to represent all the facets of our membership base. We have added board members to represent artisan manufacturers, and then European, Australian, and more Canadian board members. We have ensured that we have a balance of retailers and educators, and tried to craft a board that was diverse in all ways within those industry parameters. Throughout all of this, a number of our founding board members have stuck through the organization, through thick and thin. Several founding directors have made the decision to step away from the Board of Directors and into a newly formed Advisory Committee that will ensure that we don't lose their historical knowledge of the industry.

Britt Pegan, Beth Warrell Leistensnider, and Joanna McNeilly will be moving onto the Advisory Committee, along with former board member Rochelle Price. These board members have devoted nearly a decade to the BCIA. Their knowledge, as well as financial and time contributions cannot be overstated.

Our heartfelt thanks and appreciation goes out to our members who are leaving, as well as those who are staying on. We absolutely could not do what we do without you.



Programs & Benefits

We continue to offer all of our usual programs and benefits from testing discounts with the labs, warning labels, free safety brochures, and other small business referrals (web design, translation services, instruction/education consultation etc). We are a year into our partnership with Registra, offering an enhanced product registration experience to consumers at small business pricing. We currently have 90 members actively using the product registration program. Earlier this year we made the decision to allow small businesses outside of the carrier industry to utilize our registration program, which is something we are working on marketing in the upcoming year. In spring 2019 the BCIA rolled out enhanced compliance assistance options including pre-testing reviews, children's product certificate assistance, and new market/product consultations. While these à la carte program offerings are still in their beta stages, we are enthusiastic about continuing to roll out programming that meets the needs of our members while also diversifying our revenue stream in a small way.

Industry Education

Angelique Geehan (Interchange, Baby Carriers Provided, USA) generously donated her time to the BCIA to facilitate monthly Industry Roundtable discussions for the second year in a row. We were pleased to see increased attendance, a broader audience, and a greater focus on thoughtful discussion themes each month, ranging from practical

discussions on how to teach specific skills, definitions of credentials, educational models and traditional knowledge, and inclusive language and imaging in business use. We are looking forward to continuing the roundtables as long as there is industry interest.

Legal education this year has consisted of helping companies respond to the CPSC privacy breach of information, updating our antitrust knowledge in our code of conduct, and managing the impact of inter-industry lawsuits.

In direct education efforts, we launched our "How to: Compliance" blog series on the BCIA website to address common business and compliance questions covering topics from proper product registration card set-up to off-label product use, as well as combatting copyright and trademark infringement. We are looking forward to continuing this series.



Consumer Outreach

This past year was quiet on the consumer outreach front. Our focus was on collaboration and industry promotion. We launched a month-long “Small Business Showcase” social media campaign to draw attention to some of our excellent small businesses in the industry. As usual, we kept consumers aware of recalls and rising issues regarding carriers and juvenile products worldwide. Executive Director Linnea Catalan collaborated in a number of interviews and articles discussing sling safety and, of particular focus this year, choosing safe carriers, shopping smart, and how to counteract the rising number of non-compliant and knock-off carriers available through online shopping. With shopping trends continuing the way they have been, we suspect this will be an ongoing topic of consumer interest.

CEN/EN Standards

BCIA-CEN liaison and board member Diana Mateescu (Poarta-Ma, Romania) attended multiple CEN meetings on our behalf to act as our voice in the European sling standard development process. CEN is working to create a standard that will encompass all carriers with unbound leg openings including slings, wraps, pan Asian-style carriers, and soft carriers. While the existing TR16512 Technical Report for this product category is a useful template for this standard, there are many proposed changes that the committee is working through. We anticipate continued progress on this in the upcoming year. CEN involvement is expensive and time-consuming, and we believe that it is imperative that we

have a voice in these proceedings. Dedicating funds to this endeavour will remain one of our priorities in the coming year.

ASTM

The ASTM subcommittees met twice this year, in October and May. Executive Director Linnea Catalan continues to chair the 2907 Sling Subcommittee. Eric Childs of ErgoBaby continues to chair the 2236 Soft Carrier subcommittee. In May, Eric and Linnea agreed to co-chair the 2459 Frame Carrier subcommittee as well. All of the subcommittees have many active task groups at the moment addressing babywearing garments/kangaroo care devices, ad-hoc wording, harmonizing the test torso between the standards, clarifying flammability requirements, adjusting the upper weight limit, and addressing carrying multiples in the sling standard. We have been impressed with the renewed involvement from BCIA industry members in task groups and in committee meetings, your efforts are appreciated and necessary. We anticipate continued progress at the next meeting in October 2019. ASTM involvement continues to be a high priority for the BCIA as we feel strongly about representing the industry in this space.



FUTURE FOR BABY

Jan 2019 Toronto, Ontario Canada

This year we were surprised to learn that the long standing Toronto Kids Show was no longer, and Toronto was now only hosting the Future for Baby trade show. While a good handful of vendors switched from TKS to FFB, we were still missing a few of our old favourites!

Nonetheless, it was a nicely put together, tightly condensed show, well-organized throughout the hotel as always. Retailer traffic seemed lighter than usual at the show, and there were notably not as many carrier companies on display as in years past. We thoroughly enjoyed a small networking dinner with fellow industry members and Future for Baby still remains one of the best spaces to connect with our Canadian businesses in person.

ICPHSO ANNUAL CONFERENCE

Feb 2019 Washington DC USA

We attended the International Consumer Product Health and Safety Organization (ICPHSO) Annual Meeting and Symposium in February 2019. The ICPHSO Symposium is an excellent way to connect with regulators, product safety experts, and industry representatives from around the world. Linnea Catalan was asked to represent small business interests in a breakout panel presentation titled “Technology: A Powerful Advocate for Consumer Notifications” that discussed the way that small businesses are effectively working technology into their compliance processes which was an excellent opportunity to showcase our organization and industry as a whole.

A S T M

Oct 2018/May 2019 Conchohocken, PA USA

The ASTM subcommittees met twice this year, in October and May. The subcommittees addressed the ballot allowing for multiples and a higher weight range in 2907- this issue is being re-balloted this Fall. Babywearing garments and kangaroo care devices continues to move forward at a slow but steady pace. The 2236 subcommittee is also working towards balloting their items, including leg opening test methods, flammability, and test torso harmonization. All three carrier subcommittees continue to work on ad-hoc wording which aims to standardize wording across juvenile standards, though it may be spring 2020 before these items go to ballot.

C E N M E E T I N G S

Feb/May 2019 London, UK/Aix-en-Provence France

Diana Mateescu attended 2 of the 3 CEN/ European standardization meetings this year. The meeting in London involved intense discussion of what should and should not be included in the developing sling standard. The meeting in Aix-en-Provence took place at the SGS lab location and allowed committee members to work through test method issues directly with SGS lab experts. Further 2019/2020 meetings will continue in the same direction.

ACTIVE MEMBERS AS OF JULY 2019

205 Total Members

181 Business Members
24 Friends

Manufacturers 158
Retailers 10
Educators 8
Non-Profit Organizations 5

Countries Represented

USA 101
Canada 37
Australia 13
Germany 7
China 4
Romania 2
The Netherlands 2
United Kingdom 2
Austria 1
Chile 1
Denmark 1
France 1
India 1
Israel 1
Malaysia 1
Poland 1
Scotland 1
Singapore 1
Sweden 1
Turkey 1
Unreported 2



Green Members

Baby Bjorn
Ergo Baby

Blue Members

Baby Tula

Yellow Members

Artipoppe
Chekoh
DIDYMOS
Hoppediz GmbH &Co. KG
Keaworld LLC
Lenny Lamb
MilkSnob
Mission Critical
Moby Wrap
Solly Baby
WildBird

Indigo Members

Naked Panda Designs

Orange Members

Birdie's Room
ByKay Carriers
Creations Vivianne Brault Ltd/
Vija Designs
Fidella
Kinderpack
Maya Wrap
Nesting Days
Sakura Bloom
SleepBelt + Joeyband

Violet Members

Babywearing Help
Beachfront Baby
Bibett's
Budu
Canadian Babywearing School
Chimparoo
Columbus Trading Partners
Cute Awakening
Erizo Wovens
Gustine Baby Carriers
Hip Baby Wrap
Kaami Slings
Little Zen One
Mama Tiantian Xiangshang
Nova Natural Toys & Crafts
Olives & Applesauce
Pretty Paisley Productions
Rookie-Baby
Sleeping Baby Productions
Sling Rings
Tekhni Wovens
TwinGo Carrier
Uppymama

Red Members

2Lambie Creations
 Alborde
 ALight Handwovens
 Aloha & Light
 Angelpack
 Aprario Developments
 Apricity Baby Ltd Pty
 AquaRoo Baby Carrier Inc.
 Aura Leaf
 Babuebaby
 Baby Slings & Carriers
 Baby Tango Slings
 BabyNest Slings
 Babywearing Consultants
 Australia
 Babywearing in Canada
 Beluga Baby
 Bijou Wear
 Birdie+Tot
 Buddhika
 Carry Kiss Connect
 Catbird Baby
 Cauldron & Cloth
 clover + jade
 Coccocho Baby
 Comfy Joey
 Crafted By Tarah
 Cuddly Koala Carriers
 Daiesu
 Darcy & Hunter
 DBG Baby
 Easy Feel Products
 Elderberry Village
 Elizabeth Street Boutique
 EmeiBaby
 Emmeline Textiles
 Fully Complete Clothing, LLC
 Gail Joseph Studios
 Global Tapestry
 gold&co
 Handwoven Haven
 Happyseat
 Heirloom Carriers
 Helina Baby
 Heritage Slings
 Hipababy
 Hollow Moon Products LLC
 hope&plum

Hugging Hazel
 la-ma cu tine
 Integra Baby
 ISARA
 Jac-ART Dokuma
 JP Outdoor Company
 Junior Foxes
 Kalleigh Handwovens
 Kanga Carrier
 KAPUALOVE
 Kaya
 KayandJane
 Keep Company
 KiddyRay Slings
 Koru Carrier
 Lalabu
 Leather Baby Co.
 Levate Wraps
 LiffT Slings
 Lil' Peeper Keepers
 LIMAS
 Little Columbus
 Little Duck Wovens
 Little Lion Bros.
 Little V & Co.
 Littlefeet
 LJHandwovens
 Localgal Handwovens
 Lollie Wrap
 Loom+Love
 LoveHeld Co.
 Lucy Slykerman Handwovens
 Luna Cocoon
 Meeyoo Handwovens
 Milkface Nursingwear
 Miranda Bennett Studio
 Miss Gigotine
 Modest Mothering
 MONIT
 Mountain Girl Handwovens
 Mumma Etc.
 Oscha Slings
 Parenting Resources
 Pearl Bebe
 Poppet
 Poppy & Dave
 Poppy + Petal Co.
 Potter & Peihar
 Purple Elm Baby

Rachel Gaston-Pifer
 Ready Daddy
 Ring Slings by Claire
 Rosy Baby
 Seawater Weaving
 Sewfunky
 Smarty Wave Slings
 Spectrum Handwovens
 Splash Magic Wraps
 Sseko Designs
 Stewed Rhubarb Handmade
 Studio Romeo
 Sunshine Slings
 Syki Products Inc.
 Tactical Baby Gear
 The Copper Attic
 The Hippie Joey Co.
 The Mumsie
 Tush Baby
 Two Feathers Babywearing
 UCHI Mama
 UK EMXEE International Fashion
 (Group) Ltd
 Uplift Babywearing
 Vienna Springs
 Vlokup
 Wayward Wovens
 West Coast Sewing Company
 Wrapsody
 XOXO Baby
 Yunji Weave Ltd
 Zatgebo Handwovens

Non-Profit Organizations

Baby Carriers Provided
 Babywearing in Canada
 Carry Me Close Babywearers
 Interchange/Angelique Geehan
 Consulting & Education
 The Carrying On Project

Downsizing Business Members

Bamberoo
 Milliepod
 Snuggly Baby
 Wallypop
 Whisper Wovens

JULY 2017 - JUNE 2018**Revenue & Support**

Membership & Sponsorship	\$72,662.62
Affiliate Fees & Other Income	\$36.19
Programs & Services	\$34,283.90

Total Income	\$106,982.71
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Expenses

Staff & Contractors	\$32,146.00
Legal	\$3,900.00
Programs & Services	\$20,030.33
Administrative Costs	\$3,271.53
Meetings & Events	\$3,217.22
Gifts	\$50.00
Conferences & Sponsorships	\$0.00
Travel	\$5,085.80
Dues & Subscriptions	\$1,106.37
Insurance	\$1,715.00
Financial Institution Fees	\$3,681.17
Miscellaneous	\$376.04
Reconciliation	(376.04)

Total Expenses	\$73,864.74
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Net Income	\$33,494.01
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JULY 2018 - JUNE 2019

Revenue & Support

Membership & Sponsorship	\$49,115.00
Programs & Services	\$15,982.91
Total Income	\$65,097.91

Expenses

Staff & Contractors	\$37,009
Legal	\$2,178.00
Programs & Services	\$4,207.24
Administrative Costs	\$5,005.63
Meetings & Events	\$540.00
Conferences & Sponsorships	\$100.00
Travel	\$3,597.40
Dues & Subscriptions	\$400.00
Insurance	\$1,766.00
Financial Institution Fees	\$2,020.14
Miscellaneous	\$0.00
Reconciliation	\$0.00
Total Expenses	\$56,823.41
Net Income	\$8,274.50

THANK YOU

Our heartfelt thank you to the design team at **myheartcreative** for once again generously donating their time and expertise to putting together the annual report.

As always, they have done beautiful, professional work.



THE VOICE OF THE INDUSTRY

Advancing the wellbeing, growth, and interests of the baby carrier industry.

The BCIA is an international non-profit trade organization representing manufacturers, retailers, distributors and educators who work in the baby carrier industry.

The BCIA represents your interests in whatever capacity you are involved in the industry. We are committed to keeping you on top of best practice information, and informed about safety standards and regulations.