



for immediate release

join the fresco revolution
bloom® introduces fresco chrome™

Amsterdam, The Netherlands (June, 2012) – **bloom®**, the global leader in modern baby furniture and gear, unveils fresco chrome™ - the revolution of its signature **fresco™** chair.

fresco™ creator and **bloom®** co-founder, Jon Lake, has preserved the unrivalled clean lines and modern form of the iconic **fresco™** and injected an array of additional features and technical upgrades for parents and baby.

fresco chrome™ retains the core technical innovations first introduced by **fresco™**:

- newborn to school-age longevity
- three-position recline; fully lie-flat newborn cradle, semi-recline and upright seat
- 360 degree rotation
- pneumatic up/down height adjustment, making it the world's highest baby chair
- five-point safety harness, food-grade plastics, stainless steel fittings, two trays



recognizing that babies come in all shapes and sizes, **fresco chrome™** introduces a sculpted, high-tensile booster seat that can be inserted inside **fresco chrome™** for use with smaller infants. to maintain **fresco chrome™** sleek look, a small seat pad is included for a perfect fit while the booster is in place.

fresco chrome™ incorporates a re-engineered and reinforced aluminum safety bar that can be used in all three recline positions. the re-engineered safety bar clicks in and out of place with ease through the use of a child-safe trigger.



fresco chrome™ marks the introduction of the **bloom®** smart-buckle to the entire **bloom** gear range encompassing a five-point safety harness (**coco™**, **coco go™**, **nano™**, **zen™**, **yoga™**). **bloom's** smart buckle is a one-push buckle system that embraces the latest in car-seat technology allowing for one-handed, child-proof release while maintaining the highest standards of safety .

babies love to create messes, especially at feeding time and the egg-like form of the **fresco chrome™** seat has kept this specifically in mind. **fresco chrome's™** frame has been meticulously engineered to be free of crevices and structural openings leaving the inner surface smooth and easy to wipe clean. the included booster stays true to this easy, clean design with a raised edge that directs spills away from the seat unit.

fresco chrome™ boasts additional ergonomic design elements including push-button shoulder harness points (simple height adjustment as baby grows), a streamlined, light-touch pull-handle to activate recline positions and an anti-slip, anti-scratch food tray.

need to move between the living, dining or kitchen areas? **fresco chrome's™** circular base cleverly conceals large, scratch-free wheels allowing the chair to be glided from place to place.



fresco chrome™ modern frame is available in either black or white with a wide selection of both elegant and vibrant colored seat pads. to celebrate the launch of **fresco chrome™**, **bloom** is also introducing two stunning metallic frame options: silver and mercury. **bloom®** has utilized car-industry finishing technology to offer these ultra-modern alternatives, understanding that kitchen, dining and living spaces are now central to the design of the modern home.

fresco chrome™ will be available at leading baby stores in September 2012.

for more information or to view the complete bloom product line, please visit www.bloombaby.com.

about bloom®

founded by four dads in 2007, **bloom's** product collections of innovative gear and furniture fuse fashion and function to reflect modern living, safety and environmental sustainability. bloom is sold throughout North America at leading specialty boutiques and baby department stores as well as globally in over 60 countries spanning the UK, Europe, Latin America, Middle East, Africa and Asia-Pacific.

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