



Direct-Contact Baby Carrier

For a stronger bond with your baby

Belle Baby Carrier -Colorado Biz - March 2009

Made in USA

How it all began.



BELLE BABY CARRIERS

Seth Murray was working on a master's in engineering management at CU-Boulder and came up with a business plan for a baby-carrier manufacturer for a class project. "I just kept at it after the class," says Murray, a veteran of the outdoor industry. He worked with industrial designer Mark LeBeau, then his co-worker at Trango, a Louisville-based climbing-gear manufacturer.



"Together we designed over 50 climbing products," Murray says. "We'd been in the outdoor industry and had seen so many great backpacks, so we wanted to make a cool baby carrier." The result, the Belle Baby Carrier, features both shoulder straps and a waist belt that transfers more than half of a baby's weight from the shoulders to the hips. Today, Murray works full-time at Belle with his wife, Paige. The company enjoyed 300 percent sales growth in 2008. "It's picking up," Murray says. "We're doing well at Target.com and BabiesRUs.com — a good sign for getting into their brick-and-mortar stores." \$89.95 to \$99.95 retail.

Made by Belle Baby Carriers (a dba for Inventista Inc.), Boulder, (303) 482-2752, www.bellebabycarriers.com. Available at Becoming Mothers, 2525 Arapahoe Ave. in Boulder; a full list of dealers is on the website.

BODY BAR FLEX

Founded in 1987, the Body Bar has evolved from Steve Kelly's off-season secret as an Olympic kay-

