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Contact: Samantha Asay

Ph: 206/546-1206

[samantha@pukies.com](mailto:samantha@pukies.com)

**Pukies Brand Launches Eco-Friendly Infant/Toddler Playwear Collection that Embraces Spills, Stains and Spews**

SEATTLE, WA – Every mom knows that kids wear what they eat – that’s why the Pukies brand is unveiling a collection of infant and toddler playwear and accessories designed to welcome the mayhem of what kids munch. Instead of harsh chemicals to repel stains, Pukies utilizes organic knit fabric, natural colors and fun patterns that are designed to embrace the mess. Pukies will be debuting their line-up at the upcoming ABC Kid’s Show in Las Vegas, September 7-11 in Booth #2624.

The inspiration for Pukies came to Samantha Asay; mother of two, while she was shopping with some girlfriends. Asay was persuaded to try on a ridiculously expensive designer dress and noticed that the beautiful dress was actually the same color as her daughter’s green pea baby food. “Right then it hit me, why are there no children’s clothing lines in the same color palette as the foods that kids eat,” said Samantha Asay, Pukies President.

“I loved dressing my kids in organic clothing, but found that most earth-friendly options came in bland colors, that were easily stained,” said Asay. Asay wanted her kids to look clean but was frustrated to be constantly scrubbing, soaking or throwing out their clothes. So, with a stained shirt in hand, Asay went on a quest to find a sustainable fabric that could be produced in logical food colors. The rest is history, or in the case of Pukies, the future.

Pukies products are made from a new and exciting eco-friendly knit fabric that is 56% organic cotton, 37% soy and 7% spandex. All of the Pukies products are durable, yet soft and luxurious. The organic cotton is free of toxic chemicals. Biological and sustainable growing methods (such as crop rotation) are utilized rather than synthetic and destructive fertilizers, herbicides, insecticides or pesticides. The soy fiber is made from the by-product of soybean oil production. It is a sustainable fiber and from a renewable and biodegradable resource. Soy fabric is part of an effort to encourage consumers to turn waste, into useful products. There is a small percentage of spandex in Pukies products which increases the life of a garment, while adding stretch and versatility.



**About Pukies:**

The Pukies brand provides much needed fun and functional playwear for infants and toddlers in sizes 0-6 months to 4T. Colors include: Carrot, Berry, Milk, Coco, Green Pea, Ketchup and Mac and Cheese. Pukies is committed to utilizing “green” materials; while maintaining an unpretentious attitude of having fun with the inevitable messes every parent faces. Pukies will be sold in retail stores and via [www.pukies.com](http://www.pukies.com). For more information, visit [www.pukies.com](http://www.pukies.com).