




Petit Elin
Ordinary Miracle

ABOUT PETIT ELIN

PETIT ELIN, meaning by little happiness, founded in 2010 under the principle of only place the premium products of our adorable children first in everything that we do.

As a child premium specialized company, PETIT ELIN only introduces the premium brand which can be assured the honest, superior quality and design.



Online shopping mall

www.petitelinstore.com | www.montraum.com

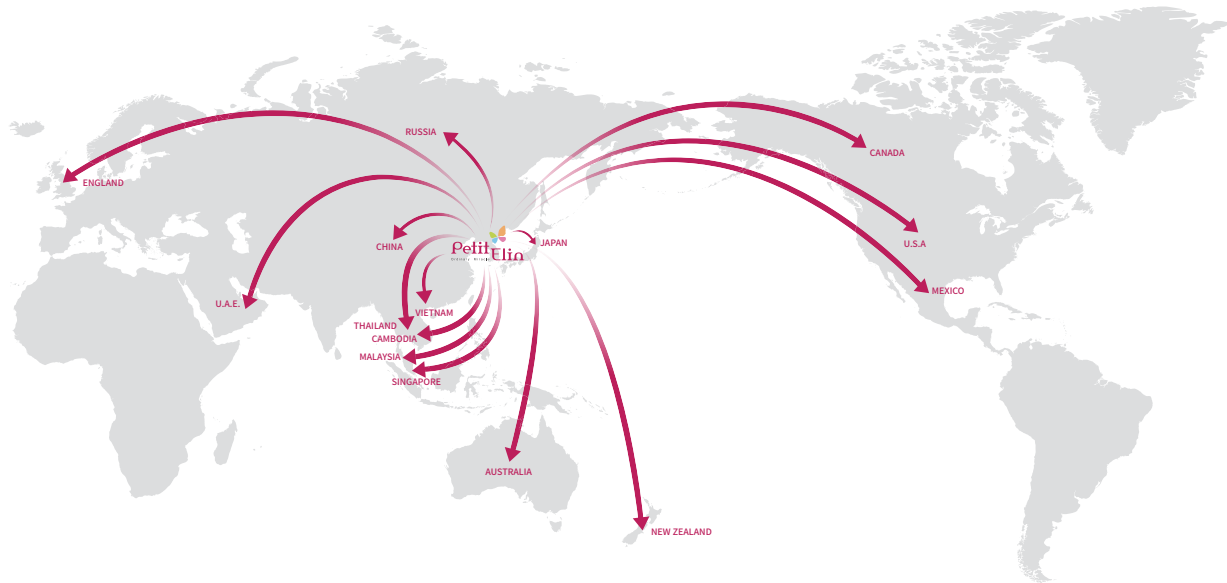
HISTORY

02

- Founded "PETIT ELIN Co, Ltd." **Mar**
Launched baby stroller accessories brand "ELEPHANT EARS" **Jun** — **2010**
Launched baby fashion brand "KINDERSPEL" **Jul**
- Opened baby premium official store "Petitelin Store" **Jan**
Acquired the certification of R&D department operations management by Korea Industrial Technology Association **Aug**
Launched luxury living doll brand "JELLYCAT" **Sep** — **2011** — **Jul** Launched nature infant detergent brand "ATTITUDE"
Sep Launched premium toddler bedding brand "MILO & GABBY"
- Launched luxury living doll brand "JELLYCAT" **Sep** — **2012**
Acquired the certificate of venture business by Korea Technology Finance Corporation **Nov**
- Launched premium wipes brand "ELPRAIRIE" **Mar**
Launched premium new born brand "LILLE HAVEN" **Apr**
Launched "KINDERSPEL" in Hong Kong and Australia **Jul** — **2013** — **Oct** Won an award "MILO & GABBY" as Good design
Oct Launched "KINDERSPEL" in Taiwan
Dec Launched "KINDERSPEL" in Singapore
- Launched high quality feeding brand "MOYUUM" **Aug**
Launched baby carrier brand "ECLEVE" **Nov** — **2014** — **Mar** Got a patent on an "ECLEVE" hip seat carrier
Jun Designated as a "High Growth Company" by The Small and Medium Business Administration
- Launched integration brand "SAGEPOLE" which is including 3brands (BOOKLEBEN, LEMONCANVAS,CUNATENT) **Mar** — **2015** — **Aug** Found a subsidiary company "ESSENLUÉ"
Sep Got a patent on "MOYUUM PPSU" baby bottle & rubber nipple
Sep Opened Petitelin Store at Lotte department store
- Opened at COSTCO **Jan** — **2016**
- Launched brand "ELAVA" **Aug** — **2017** — **Mar** Launched baby stroller accessories brand "LITTLE FENNEC"
- Launched brand "Harper's Table" **Jan** — **2018**
- Launched brand "Harper's Table" **Jan** — **2019**

OVERSEAS BUSINESS

PETIT ELIN, Leading company of Korean Market about the Baby & Mom products.
Also we are spreading the market to all over the world.
PETIT ELIN expect to spread more and more to the all over the world.



EU

- **2013. 09**
Cologne, Germany
- **2014. 09**
Cologne, Germany



BABY & KIDS FAIR

EU / U.S.A / ASIA

U.S.A.

- **2015. 10**
ABC Kids Expo (Las Vegas, U.S.A.)
- **2016. 10**
ABC Kids Expo (Las Vegas, U.S.A.)
- **2017. 10**
ABC Kids Expo (Las Vegas, U.S.A.)
- **2018. 10**
ABC Kids Expo (Las Vegas, U.S.A.)



ASIA

- **2013. 12** IDT Expo (Hong Kong)
- **2015. 06** Yiwu, China
- **2015. 07** CBME (Shanghai, China)
- **2016. 08** CBME (Shanghai, China)
- **2017. 03** MICF (Beijing, China)
- **2017. 08** CBME (Shanghai, China)
- **2018. 07** CBME (Shanghai, China)
- **2019. 07** CBME (Shanghai, China)



écleve

Premium Baby Carriers



- **Proper ergonomic position** : supports child and maintains healthy seated position, reducing risk of hip dysplasia
- **Superior comfort** : Extra thick mesh padded shoulder straps provide extra comfort for parents
- **9 wearing options** : Adjust as baby grows
- **Detachable hip seat** : Use for feeding support or extra support for heavier baby to evenly distribute weight and prevent leaning or twisting for parents
- **Weight distribution** : Wedge seat distributes weight to relieve back and shoulder strain for parents.



PULSE & AIR X ALL IN ONE CARRIER



It is the function that the width of the leg is easily adjusted according to the child's posture, and it is possible to use the newborn without the separate component in the part which connects the baby band and the hip seat.

What is **Inner Support** only in Ecleve

Patent application number : 10-2017-0046731

9 Ways to Wear			
STAGE 1 Young Infant >12 lbs. Carrier without foam wedge support (recommended for younger infants)	INWARD FACING (without wedge seat) 3-24 M, 12-28 lbs (5.5-12.7 kg)	OUTWARD FACING (without wedge seat) 6-24 M, 12-28 lbs (5.5-12.7 kg)	FEEDING WEDGE 3-24 M, 12-28 lbs (5.5-12.7 kg)
STAGE 2 Infant/Toddler 12-45 lbs. Carrier with foam wedge support (ideal for heavier babies)	INWARD FACING (with wedge seat) 3-36 M, 12-45 lbs (5.5-20.5 kg)	OUTWARD FACING (with wedge seat) 6-36 M, 12-45 lbs (5.5-20.5 kg)	BACK CARRY (with wedge seat) 12-48 M, 20-45 lbs (9-20.5 kg)
STAGE 3 Hip Seat 12-45 lbs. Wedge/hip seat carrier	WEDGE SEAT ONLY (outward facing) 6-48 M, 12-45 lbs (5.5-20.5 kg)	WEDGE SEAT ONLY (inward facing) 6-48 M, 12-45 lbs (5.5-20.5 kg)	WEDGE SEAT ONLY (hip carry) 6-48 M, 12-45 lbs (5.5-20.5 kg)



Indi pink



Onyx



Dove



Neutral Grey

Simple and Stylish design
Functional Fabric **Ultra-lightweight**
all-in-one carrier

Functional Fabric better than cotton

1. The feel of cotton & soft smooth touch
2. Nylon's high strength and durability
3. Lightweight and 26-36% softer than standard Nylon.
4. anti-abrasion, breathable, holds shape, waterproof, dries fast, retains color and can be UV protective.

Correct alignment for baby's hips helps prevent hip dysplasia



YES



NO





Well-ventilated mesh fabric
Always cool and pleasant!

The air layer between the air cells disperses heat and moisture quickly, and it is not sweaty, and the comfort is maintained for a long time



Charcoal grey

Dustpink



DUAL CARE CARRIER



Ashed grey



Light mint



Luna navy



Ashed pink



2 blocks dark grey



2 blocks mint grey

Easy life for Mom and Baby with Ecleve Dual Care



1. Special double layer construction.
2. Patent Pleated construction.
(Patent Application number : 10-2018-0074016)
3. Two stage head support.
4. Fidlock Magnetic Buckle from Germany.
5. All season Carrier.



BABY SLING CARRIER



Onix black



Melan grey



Oatmeal beige

- ✓ Ergonomical Design. Certificated IHDI
- ✓ Fitable with mom and baby
- ✓ Easy and Activity
- ✓ Easy carry
- ✓ Sports Wear Fabric
(Soft touch, Super Light, Quick drying & absorbing)



특허청

Certificated Designed : 30-2019-0008609





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