



Solution International strengthens UK leadership in baby bottles and soothers



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Solution International has reinforced its position in the UK baby feeding market, supplying bottles and soothers to the country's four largest grocery retailers: Tesco, Sainsbury's, ASDA and Morrisons.

Demand for durable, BPA-free and convenience-focused feeding products continues to grow as modern parents prioritise safety, practicality and trusted quality. Solution's range reflects this shift, combining compliant materials with features such as anti-colic technology and ergonomic design.

"Our partnerships with the UK's leading retailers ensure parents have access to safe, reliable products at scale," said David Watts, Operational Director. "We continue to invest in innovation to meet the evolving needs of families".

With strong retail distribution and a clear focus on product development, Solution is well positioned to capitalise on further growth in the UK baby feeding category.

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About Solution International

Solution is an award-winning, full-service supplier of quality product for baby, kids and families known for high quality and reliable delivery of product innovation. Strategically headquartered in the UK for logistical efficiencies, the company maintains in-house teams across product development, design, marketing, and logistics (with its own warehouse) to ensure end-to-end control of the supply chain.