



## **Solution International expands its range of children's feeding products together with Kruidvat in the Netherlands**



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**Solution International has launched a refreshed and expanded range of children's feeding products together with Kruidvat, one of the largest retailers within health and beauty in the Netherlands.**

The updated range comprises 28 products across baby bottles, soothers, teethingers and drinkware, together with 9 new premium silicone mealtime products. The new products include silicone plates, bowls and drinkware designed to support babies and toddlers during the early stages of feeding and mealtimes.

The launch builds on Solution International's existing partnership with Kruidvat and strengthens the Group's offering within everyday baby products for families in the Dutch market.

The expanded range also demonstrates Solution International's ability to develop and deliver cohesive baby product ranges at scale, with a focus on practical design, quality, safety and value for modern families.

### **About Kruidvat**

Kruidvat is one of the leading retail chains within everyday consumer products in the Netherlands and Belgium. The chain offers a broad range of products across, among other categories, health, beauty, personal care and products for families. Kruidvat has more than 1,250 stores in the Netherlands and

Belgium, giving it a strong presence in the Dutch and Belgian consumer markets.

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**About Solution International**

Solution International designs, manufactures and supplies baby and houseware products, known for high quality and reliable delivery of product innovation. Strategically headquartered in the UK for logistical efficiency, the company maintains in-house teams across product development, design, marketing and logistics (including its own warehouse) to ensure end-to-end supply-chain control.