**The Babybox**

**New Irish Startup,**[**thebabybox.com**](http://thebabybox.com/)

**is delighted to offer all members of the UCC Advantage Scheme**

**an exclusive 10% Discount on all purchases**

**as well as Free Delivery to all UK & Ireland Addresses**

The “Baby Box” concept originated in Finland in the 1930’s, where it was introduced to tackle the country’s high infant mortality rate. The original baby box was designed to be used as an infant’s first crib, with a mattress, basic clothing and essential supplies to promote safe sleeping.

Now reimagined as a stylish yet practical gift for parents of new babies, [thebabybox.com](http://thebabybox.com/), updates the original concept with attractive packaging, firm mattress, 100% cotton clothing and blankets, finest Egyptian muslins, toys and a generous selection of baby-friendly lotions and potions. Each box converts into a practical and durable crib which conforms to BS EN 1130, the international gold standard for crib and cradle safety.

Inspired by the mission to give every child an equal start, [thebabybox.com](http://thebabybox.com/) is more than just a commercial enterprise. “We believe that every child deserves an equal start in life regardless of where they’re born” say [thebabybox.com](http://thebabybox.com/) founder James Fox, “That’s why we are working with UNICEF Worldwide to help protect children in developing countries against life threatening diseases like measles, polio and tetanus.”

[thebabybox.com](http://thebabybox.com/) will donate 10 vaccination kits to be distributed by UNICEF in the Developing World for every Baby Box sold through the website.

To avail of the exclusive discount please enter the Coupon Code **UCC10** at the checkout.

