



SANTA BARBARA  
DESIGN STUDIO™

## Santa Barbara Design Studio Acquires Stephan Baby

**PHOENIX (June 8th, 2017)** -- Creative Brands of Phoenix, AZ has acquired the Stephan Baby Company of Pierceton, IN.

Stephan Baby was founded by Jan Campbell in 1987 and is a family owned and operated company focused on providing exceptional baby products and accessories to both the gift and baby apparel markets.

For the last thirty years Stephan Baby has solidified its position as the market leader in baby apparel, blankets, plush and toy sets that differentiate the firm in the marketplace. Core products include Boo Bunnies, Swaddle Blankets, Plush Chairs and Chewbies. In addition Stephan Baby has had great success with lovable licenses like "The Rainbow Fish" and "The Very Hungry Caterpillar."

"We are very pleased to have a new strategic partner who will share our vision for Stephan Baby and help us grow our business in the future. This team is well versed with the needs of our industry and can help strengthen our marketing position in baby markets across all channels of distribution," said Ms. Campbell, President of Stephan Baby. "With their resources, and the help of their field sales force, telemarketing staff and sophisticated web presence, we firmly believe Stephan Baby will continue to grow profitably and offer our customers the highest quality products and superior customer service that our industry has come to expect."

Creative Brands, founded in 1948, is a distribution, importing and manufacturing firm with six distinct catalogs selling to an assortment of retailers across the country.

Recent acquisitions include Heartfelt, Santa Barbara Design Studio and Michel & Co. in the gift industry in addition to their Faithworks brand that distributes inspirational products to the Christian retail channel.

Paul DiGiovanni, President of Creative Brands, said, "We are thrilled to be a part of this wonderful Stephan Baby brand. The Campbell family has combined vision and hard work to build this unique baby gift brand and we look forward to offering this unique grouping of quality products to our customer base while getting to know all the new customers of Stephan Baby."

Creative Brands is headquartered in Phoenix Arizona with manufacturing facilities, a call center and a distribution center in Lewisburg; TN. <http://www.cb-gift.com>

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