



Furniture from a Baby's Dream

Cribs that grow with your children

Shopping for a new baby can sometimes be a tedious job. So much to buy and so many decisions to make; and there are too many companies making similar products which leaves parents questioning, "What do I want for my child?"



Generation
Next crib in
Antique White
(below)
Generation
Next adult bed
in Antique
White

One of the most important and intimidating purchases that will be made before the baby arrives is the crib. Well, moms and dads-to-be, look no further than Baby's Dream Furniture. This company manufactures cribs, but not just any crib, many styles of "convertible" cribs. For those of you who have never had to shop for Baby, convertible means that the crib can change into a youth bed and then into a full-sized bed for when your child grows up. In other words, Baby's Dream cribs and their full line of case pieces grow with your child so you don't have to buy new furniture, as they get older.

Some of Baby's Dreams' latest ads read, "Your First Step Begins Here." Baby's Dream wants a parents' first step to be desiring and buying their furniture. The furniture is designed for parents who want long-lasting, good quality furniture. Literally, your child will never outgrow Baby's Dream cribs and case pieces. The cribs are convertible, but the case pieces were also built with the same versatility in mind. Baby's Dream manufactures chests that do double duty – they can be used as changing tables for babies and then, as it becomes unnecessary, the chest flips over to become a chest of drawers for an older child. The combo units are designed with a built-in changer, but also with the

option of adding a hutch with removable shelves for use with the changer and when the changer is unneeded the shelves are used for stacking books or decorations.

What makes Baby's Dream Furniture different from other baby furniture manufacturers? Baby's Dream is a special company for many reasons. It started as a family-owned and operated company and continues to instill family values into its corporate culture today. Having an operation in a small town like Buena Vista, Ga., also makes Baby's Dream a special place. It's one of those rare places where everybody knows your name. Baby's Dream is especially known around Buena Vista because they employ over 200 people making it one of the town's largest employers.

Although Baby's Dream has grown tremendously since it's doors opened just over 10 years ago, another distinction that makes the company special is the fact that they do not mass-merchandise to franchise stores. Most people probably don't realize that Baby's Dream sells to baby specialty stores. Only about 300 stores in the United States sell their products. Being able to keep a close relationship with the stores that sell their products is important to Baby's Dream. They want to be able to make their stores and the consumers that buy from the stores as happy and satisfied as possible, so that they will be inclined to buy more Baby's Dream products in the future.

Baby's Dream is known for its devotion to designing and producing safe and top-quality products. Baby's Dream cribs are designed and manufactured to meet or exceed federal safety standards set forth by the U.S. Consumer Product Safety Commission and are certified by the Juvenile Products Manufacturers Association. The furniture is made of thick solid wood and is built to withstand years of use by an infant, youth, or adult. The way the crib is designed for conversion is testimony that quality really counts and is important to the >



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Baby's Dream culture. Baby's Dream's design method also underscores their commitment to providing added value for their customers. Added value being the ability to use the furniture for years as it grows with your child.

Generation Next could be an ideal choice for your family. It is an entire collection of fine furniture that is designed to last for generations. The Generation Next Collection is the most complete line of furniture at Baby's Dream and is their most popular seller. Its "complete line" means that it has the most extensive collection of matching pieces with several new cases that just recently debuted. The Generation Next Collection includes a convertible crib, a brand new dropside conventional crib, a three-drawer chest/changing table, a seven-drawer chest, a four-drawer chest, a combo with an optional matching hutch, an optional armoire top for the three-drawer chest, a nightstand with a pullout shelf, a toy box, a student desk with matching hutch and chair, a mirror, a brand new double dresser with an optional hutch, and a brand new bookcase. Generation Next is crafted of Radiata Pine. The design of the Generation Next crib captures



the classic appeal of sleigh bed styling. It is offered in six finishes: honey, cherry, antique white, distressed white, amber, and sunset.

Baby's Dream Furniture really is a dream come true. Form meets function in the room of your dreams with a Baby's Dream crib – heirloom quality furniture you'll appreciate for its remarkable styling and versatility. Versatility that makes it possible to



(top) Infinity crib in Chestnut
Generation Next cases in Honey
(below)
Generation Next three-drawer chest/changer in Sunset



enjoy Baby's Dream Furniture from the time baby is born, all the way through adulthood. In signature style, the innovative ensembles not only appeal to many tastes, but also make a grand statement in just about any setting.

A recent addition to the Baby's Dream line is the Infinity Collection, an updated version of traditional mission styling. To learn more about the Infinity Collection and for more information about Baby's Dream products or to find a retail store near you, visit www.babysdream.com or call 1-800-TEL-CRIB. 