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CALGARY 'MOMPREENEUR'S' COMPANY CELEBRATES 15 YEARS OF SUCCESS

FOR IMMEDIATE RELEASE

May 3, 2016, Calgary, AB – When did our baby turn 15? OYACO, one of Canada's larger distributors of infant, toddler and maternity products is turning 15 on Mother's Day this year. One of the first companies to introduce baby sleeping bags to Canadian parents in 2001, OYACO has continued to bring innovative, creative and truly helpful products to the Canadian marketplace.

OYACO was founded in 2001 by Narda Simpson, President of Oyaco Products. Narda, who continues to run the company today, is an inspiration to Mompreneur's everywhere. Building a company from an idea drawn up at their kitchen table into a national success story is something many entrepreneurs will do only in their wildest dreams.

"Oyaco is my first baby," Simpson says. "I wasn't a mom when I started the company. A friend of mine was making sleeping bags for babies, and I bought one from her to give to one of my friends as a baby gift." Simpson's friend was very impressed with the usefulness of the sleeping bag, and word spread to other friends, who were eager to have them for their babies. "Before too long, we found ourselves sewing baby sleeping bags after work in the evening and selling them privately," she says.

Simpson's success was fast and furious. With a keen business sense and a natural instinct for knowing what the consumer wants, Simpson started sourcing the product from international manufacturers and distributors to bring to the Canadian market.

"I started by selling baby sleeping bags, one or two units at a time, and delivering them to my retailers in Calgary out of the back of my car. Within three years the business was keeping me so busy that I quit my full-time job as a teacher. Within five, I had a joint venture with the maker of the Grobag Baby Sleeping Bag. Before I knew it, I had a family of my own and was my own focus group member," shares Simpson.

With the success of the Grobag sales, Simpson's business started to be recognized by other baby product manufacturers who wanted to enter the Canadian market, and Simpson soon found herself sourcing and importing products from around the world.

Now a wholesaler for Bumbo, Grobag, Gro-clock, Trunki and Ubbi to name a few, Oyaco Products Inc. continues to help today's parents with innovative solutions for their everyday baby needs.

INNOVATIVE SOLUTIONS FOR TODAY'S PARENTS



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“We really strive to make parenting easier,” Simpson says. “We want to take the frustration factor out of parenting by giving parents the tools they need to enjoy these precious moments in their young family’s life. Our products must be practical, otherwise we won’t carry them. This has really been an awesome journey.”

For more information about Simpson and the Oyaco brand, please visit www.oyaco.com.

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