

# Koo-di

Press information – for immediate release

## Keep baby milk safe

With warm weather on its way, parents will need to take extra care that baby milk and food is safely chilled when away from home and the Koo-di Fridge-To-Go provides a simple and effective method of doing so.

Using patented chilling technology, the Fridge-To-Go is more than an ordinary cool bag. Working like a refrigerator it will cool milk & food down to below that essential 5°C and keep it there safe to drink or eat for up to eight hours.



Simply place the Fridge-To-Go into the freezer overnight and as soon as it is taken out and packed with food it fires into cooling action. No more melted ice packs leaving food soggy and wet.

Awarded Gold in the 2010 Practical Pre-School Awards, testers said: “Amazing! Does exactly what it says on the tin – unlike many other coolers. We tested it for up to six hours at a time and it worked perfectly. It is easily portable and can be taken anywhere!

Available in two sizes, the Koo-di Fridge-To-Go is an essential item for every new mum this summer, not only for holidays and days out with baby, but for visits to friends and shopping trips too.



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**Notes to editors** – for more information regarding Koo-di products, high resolution images or to receive a product sample, please contact Christine Scippo at Kaleidoscope Communications: [info@k-communications.co.uk](mailto:info@k-communications.co.uk) or call 07841 404340.

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Weybury Hildreth Ltd.