

# ena baby

PRESS KIT 2026



# OUR STORY

Ena Baby was born from a simple, heartfelt moment, a mum wanting the very best for her little one.

In the middle of juggling bottles, nap times, and the endless “firsts,” she realised how hard it was to find baby essentials that were not only safe and practical, but also beautifully designed, so she set out to create them.

Ena Baby is made for modern families who believe that everyday moments deserve products that make life easier without losing their sense of style.

Thoughtfully designed, functional and lovingly made so you can focus on what truly matters, enjoying every precious moment with your baby.



# Why Choose Ena Baby?

Ena Baby is more than a company - we're a trusted partner for parents who want to make parenting simpler and more enjoyable. Founded in September 2024, we specialize in offering a wide range of baby products, mainly crafted from high-quality silicone.

From fruit feeders to teethers and feeding utensils, every Ena Baby product is designed with your little one's comfort, safety, and well-being in mind.

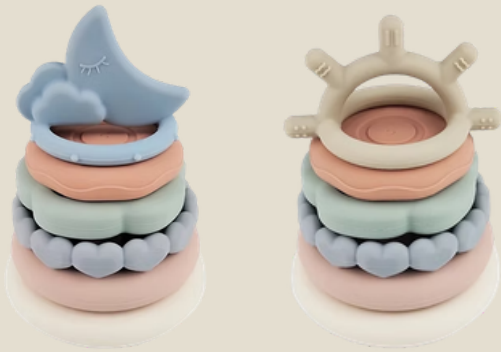


Our commitment to excellence is reflected in every product we create. With Ena Baby, "parenting made easy" becomes a reality. We take pride in providing innovative solutions that simplify parents' lives, allowing them to fully enjoy every precious moment with their babies.

At Ena Baby, we value the trust parents place in us. That's why we strive to maintain the highest quality standards in all our products and deliver exceptional customer service. We're excited to be part of this journey with families, supporting them every step of the way as they watch their little ones grow.

# PRODUCT HIGHLIGHTS

## Bestsellers



### Learning Tower

Specially designed for babies, this stackable toy stimulates sensory and motor development while soothing teething discomfort.

RRP: £17.99



### Flexible Straw Bottle

Designed to be flexible, durable and resistant to everyday use.

RRP: £17.99



### Sensory Puzzle Toy

Designed to stimulate fine motor skills, coordination, and the learning of colors and shapes.

RRP: £14.99



### Bath Fishing Toy Set

The best part? It opens easily to drain water from the inside, preventing moisture and bacteria buildup.

RRP: £17.99

# WHAT THE PRESS & PARENTS SAY

Minimal. Practical. Thoughtfully designed.

Ena Baby is a UK-based baby brand known for combining safety, functionality and modern design.

Loved by families who value simplicity, quality and everyday practicality.

Recommended by over 1,000 UK mums



## KEY HIGHLIGHTS

Minimal, editorial-ready design  
BPA-free, baby-safe silicone  
Designed by parents, for parents  
Strong engagement with UK families



## EDITORIAL NOTE

Ena Baby represents a new generation of baby brands: thoughtful, design-led and rooted in real family life.

# ENA BABY — AT A GLANCE

**Founded:** 2024

**Based in:** United Kingdom

**Category:** Baby & toddler essentials

**Materials:** BPA-free, food-grade silicone

**Designed for:** Baby-led weaning & everyday use

**Price range:** £7 – £35

(selected products shown in this press kit)

**Availability:** Online (UK)

**Website:** [www.enababy.co.uk](http://www.enababy.co.uk)

**Best known for:** minimal, practical baby products designed by parents for modern families.



# PRESS CONTACT

For press enquiries, images or interviews:

Ena Baby

✉ [press@enababy.co.uk](mailto:press@enababy.co.uk)

🌐 [www.enababy.co.uk](http://www.enababy.co.uk)

📍 United Kingdom

