



## The BumperBib Has it Covered for 2005

*BumperBib Inc. opens online store, launches marketing with Google, Overture, and others while being picked up by retailers. The Bumperbib is promising to be the next big thing for 2005!*

Los Angeles, CA ([PRWEB](#)) January 3, 2005 -- Bumperbib.com in partnership with Monster E-Commerce opened Bumperbibstore.com on December 20, 2004. This site while catering to the retail customer, also allows wholesalers to order using either credit card, or account number. In addition, wholesalers may see their account orders, order history, and expected ship dates all from their offices while enjoying secure login features. Bumperbibstore.com also gives us the capability to build targeted email lists for marketing efforts and launching new products.

BumperBib Inc. launched a comprehensive marketing program with Google, Overture and The Mommy Link on December 21, 2004. The marketing program was proposed and executed by the Advertising Consultant retained in November 2003, to increase visibility and target demographics key to the growth of the BumperBib. BumperBib Inc. is also looking at partnership opportunities to build the brand including meeting with QVC in February of 2005, and submitting the BumperBib to Home Shopping Network.

BumperBib Inc. will also be launching two new products in March 2005. These two products are currently submitted to the USPTO for Patent Status. During this time, the executive officers are meeting with manufacturers to ensure timely distribution to retail outlets, and constructing the websites for launch in March.

CEO Eric Stevens stated, "It has been a long road traveled to prepare BumperBib Inc. for 2005. We are here, and have done it right. The most important factor of building a successful brand in my opinion is ensuring timely delivery to our vendors. We have duplicated the distribution chain to involve two different points of origin thus ensuring we have product for our orders. We have gone through our growing pains, and have either hired or replaced staff to prepare us for the future. It is going to be an exciting 2005, and I have SEMA in part to thank for our visibility to the Automotive Aftermarket Parts Retailers."

BumperBib Inc., is proud to increase exposure for the four state of the art sized BumperBibs that consumers have demanded to keep their clothes clean and nicks off their back bumper. BumperBib is a new, state of the art product that leaves the mass retailers wanting more. The product is a high quality accessory that attaches SIMPLY to the inside trunk of any car and rolls over the back bumper. It's easy, simple and reaches all demographics of customers - Moms with Kids, All Family and Active Males. Best part, when you're done, you roll up the bib and it takes up very little space in your trunk.

Bumperbib Inc. was established in 2003 as a company dedicated to bringing their invention to the Automotive Aftermarket Parts Marketplace. Patent pending Invention, the Bumperbib is the product of efforts by inventor, Eric Stevens to invent a product aimed at protecting the rear bumper and the owners' clothes when loading/unloading their Automobile or SUV.

Admitted to the USPTO and Foreign patent Offices via legal counsel, The Bumperbib was awarded provisional patent and patent pending status based on research and filings.

The BumperBib was first manufactured in Van Nuys, Ca. by an outsourced company for purposes of Prototypes



and initial entrance in to the public marketplace. The BumperBib product was well received by consumers and CEO Eric Stevens found alternative manufacturers in Mexico and Asia. Bumperbib Inc. has currently contracted a company in Asia to manufacture the Bumperbib in large quantities. The company's output potential is 1,250,000 units per year. Bumperbib Inc. will be taking first delivery of the product in November 2004 with subsequent shipments every 30 days thereafter. The BumperBib is assembled overseas but entirely made up of components purchased in the United States.

Questions regarding this press release maybe directed to:

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).