

Bébé Station Vending Machines

Over the last 5 years **Bébé Station** Lounges have been placed at high traffic events offering hundreds of parents a clean place to nurse, change and connect with their babies and toddlers. Our Bébé Station Lounges offer the opportunity for parents to remain and enjoy the event while addressing the immediate needs of their young children. In our previous sponsorship with Loblaw's Limited/PC Organics, our parents have grown to recognize and trust our quality of service along with the expectation of reliable products.



In 2020, Covid-19 has impacted all sectors and industries leaving parents with young kids even more vulnerable with no daycare or education options. We believe parents over the summer and beyond will be eager to take their kids outdoors and explore the city safely. Parents now equipped with PPE are avoiding retail entry with their children. That's why we have decided to combine the list of products we offer in a safe and easy way to access via our remote vending machine systems.

Each vending machine offers select products that our clients and future machine owners have come to expect from us. Creating a sense of community in a local Business partnership, adding an array of products never offered before to test market response - there are amazing options. Finally, we believe it's an opportunity for us to build trust with parents. This last aspect is vital to us because when we return to massive event hosting, we want our parents to know they can trust us and the products we provide together.

Bébé Station Vending Services are looking to install machines in local malls, community centres, airports and other venues in the GTA and surrounding areas. Parents will be pleased with our products and offerings. Won't you consider joining the movement toward happy parents? Products for Moms and parents - easing the pressure of needing items when out with babies and toddlers.

Social media:



Instagram

<https://instagram.com/BebestationVendingMachines>

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**Who We Are
Mom. Wife. Visionary.**

My name is Marina Phillips and I am the Founder/Owner of Bébé Station Inc. Prior to having my son, I was ALWAYS out at Festivals, concerts, plays, restaurants, events and more. Once I gave birth, I didn't want to stop having fun - outdoor festivals are still fun with a small child and hubby (smile).

We were out one day at a park, and I casually started nursing my son, and then my hubby changed his diaper after his feeding. I noticed something though: it was hot outside, and there were a lot of parents like us who were struggling with our multiple bags, nursing covers and baby trash bags for disposing of the smelly diapers.

Fast forward to another outing, and my son decided to explode his diaper... The worst part: we had NO MORE diapers.

We frantically asked around, but no one had a child as small as ours and we had to leave the event and purchase new diapers.

After contemplating the pros and cons, weighing various options and dreaming of a best case scenario, I came up with Bébé Station™. Why Bébé Station™? I wanted parents to feel able and empowered to leave home for an all-day festival or event, and have privacy and comfort in our lounge to nurse, bottle feed and change their little ones. Instead of having to run to the car (or the store) for more diapers and supplies, we provide it all - along with an ambiance that evokes relaxation instead of stress and panic while out with your family.

Bébé Station Vending Services was born out of the current global pandemic and the changes that parents will face as they take their families out daily. Vending machines with diapers, wipes, single serve formula, hand sanitizer, masks and more will be the norm and we wanted to ensure we could provide this for parents.

We welcome moms, dads, grandparents and caregivers to use our services. My motto is that it genuinely does take a village to raise a child. I want to do my part and allow parents to enjoy parenthood with the support of like-minded parents.

Marina Phillips

What concern are we solving?

Amidst the current COVID-19 pandemic, life must still progress. Most parents love to travel, attend sporting, food, and all types of cultural events WITH their families. In many cases however, parents feel that they are not catered to at various events and/or venues. Moms wanting to pump or breastfeed their children have no other options but to go to their cars, sit in a smelly bathroom/port-a-potty which is not convenient or sanitary for both mom and child. If mom or dad needs to change a diaper, they are carrying a diaper bag and then if any items are forgotten, they seldom can purchase one diaper, one wipe, one new onesie for their child.

At Bébé Station Vending Services, we're proud to offer vending machines that dispense parent friendly items which can include, but are not limited to diapers, wipes, skin creams, hand sanitizer, sunscreen, healthy snack options and travel kits. Providing useful vending options for today's parents is a trend that is gaining momentum today.

Why Does It Matter to Us?

As a parent who believes that "it takes a village to raise a child," we wanted to provide a unique, fresh and useful medium for parents - tailor made for their needs - as they venture out with their babies, toddlers and families to events, malls, sports venues, amusement parks and festivals.

How You Can Be Involved?

A branded Bébé Station vending machine provides you as an operator the in-person and immediate access to parents and caregivers. The ability to introduce products geared to parents of babies and toddlers. The ability to pitch (and provide) products to new parents including snacks, food, PPE, hand sanitizer, body products, and more.



What Does Bébé Station Provide?

Exclusivity

Bébé Station Vending Machines are exclusive and unique as a concept in Canada. Our machines are new, insured for both liability and property.

Space

Our aim is to put as many of our vending machines in spaces occupied by parents and families with your help and motivation.

Brand Awareness

We want to work with like-minded individuals who also believe in the importance of moving with the times and

providing parents and caregivers real life solutions in a post-pandemic environment. We provide you the opportunity to do so as well as by making money.

Items we suggest placing in our Bébé Station Vending Machines:

Baby/Toddler Products

Wrapped diapers (various sizes)
Wipes (travel sized)
Baby/Toddler snack pouches
Formula (single serve)
Hand sanitizer

For Families

Hand Sanitizer
Cream (skin)
Lip balm
Sun screen
Nursing pads
Disposable Masks (adult/kid)
Baby bottles
Baby pacifiers
Other health and wellness products
Food pouches
Snacks/Beverages (optional)

What your purchase and investment in Bébé Station Vending Machines includes:

- ❑ **Exclusivity** - Currently in Canada, there are NO other Baby, Family & PPE product Vending Machines catered for quick, efficient for Moms/caregivers at malls or indoor/outdoor spaces. We are the **only** company in Ontario and in Canada that provides this unique service. We are also the alternative to busy Moms/Families to the local convenience store.
- ❑ **POS (signage) wrapped on machine/Printing** - Wrap on vending machine with brand name (i.e. Bébé Station). We will take care of the printing.
- ❑ **Marketing Collateral:** Creation of branded content graphics package for use on social media (Facebook, Instagram, Twitter, LinkedIn) that you can use when you get your business started. We will also ensure we advertise where you have your machine(s) placed.
- ❑ **Advertising Opportunities:** Depending on the machine purchased, you have the option to sell advertising to local retailers.
- ❑ **Social Media:** Writing content for social media outlets. 3 posts per week on Facebook, Instagram and Twitter. Logging content for social media posts. Logging branded videos to event facebook pages and groups weekly. ** We can tailor to add/complement the Shoppers Drug Mart messaging**
- ❑ **Cost: Starting at \$10,000 + HST**

Vending Machine

Bébé Station Vending Machine - Branded and wrapped

Shipping, limited product for initial install (wipes, creams, sunscreens, hand sanitizer, masks - cloth/disposable (adults/kids), pouches, healthy snacks and beverages), training and support.

Machine has a two (2) year warranty.

Additional costs: Payment system(s), Licensing Fee for Bébé Station name usage(3 years).

Financing options available.



Thank you for your interest in the Bébé Station brand!

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