

Bath time business

Entrepreneur mom launches national product line

By MELISSA RIGNEY BAXTER Special to The Freeman

DELAFIELD – Where some might have seen a cold baby, Amy Seckinger saw a business opportunity.

Seckinger, of Delafield, is both a mom and an entrepreneur.

Her newest venture, a terry cloth wrap that keeps newborns warm during bath time, was inspired by motherhood and eventually brought to market under the name Bath Luve (pronounced “lovey”).

“So many people say cherish the journey,” said Seckinger, 37, about both motherhood and her journey to bring her new product to market.

Seckinger said she got the idea for Baby Luve from her own experience when her 11-year-old son Austin was an infant.

“Of course the baby gets cold and cries, which makes the mom nervous and then bath time isn’t a positive experience,” Seckinger said.

Through the years, Seckinger worked on prototypes and eliminated snaps, ties and anything else which might be unsafe for babies.

What she ended up with was a terry cloth cover that drapes over a baby from the shoulders to between their legs.

“I see it as a common comfort product every baby should have,” Seckinger said. “It’s like a pacifier for the bath.”

Networking

Seckinger, who also owns Piano Blu, 179 W. Wisconsin Ave. in Pewaukee, with fellow entrepreneur and husband Ed, said the turning point for her business was meeting a person at the restaurant who was a buyer for Kohl’s.

He introduced her to the buyer for the baby line, and Seckinger made a successful pitch for her product.

“The key is network, network, network,” Seckinger said, adding that finding her manufacturer, Triboro Quilt Manufacturing Co. in White Plains, N.Y., was also a result of networking with other people in the industry.

After a test in November at six Kohl’s stores in Wisconsin as well as other states, the product sold out.

Bath Luve will be carried in all Kohl’s stores in the spring in three different designs: a duck, frog and fish.

“To see them with the actual bar code on the back was almost surreal,” said Seckinger who found her product hanging at the Delafield Kohl’s. “I took pictures.”

Bath Luve will also be found in the spring One Step Ahead catalog and are offered at select Baby Depots and Toys R Us Australia.

The items retail for \$6 to \$10. Seckinger said she feels Bath Luve should be affordable for all new moms.

“We really encourage each other’s entrepreneurship,” said Ed Seckinger. “I’m so proud of her for the risks she’s taken.”

A little luck, networking and determination are the keys to success, Amy Seckinger said.

“You can’t shut the door after one ‘no,’” she said.

Seckinger is working on developing a whole Luve line including hooded towels, a baby bathtub and washcloth.