



KISTNER SUPPLY

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FOR IMMEDIATE RELEASE

KISTNER SUPPLY, RETAILER OF LUXURY BABY GIFTS, FOCUSES ON BABYING MOM

More "Timeless Design and Beautiful Things™" Presenting Eco-Friendly Cashmere Eye Pillows for Mom, Successfully Marrying Affordability and Indulgence

Berwyn, IL - February 3, 2009 -- Kistner Supply, the Chicagoland-based company known for publishing its acclaimed 100th anniversary edition of *Mother Stork's Baby Book* as well its luxury baby products has broadened the company's focus by adding Mom to the mix in 2009.

-Kistner Supply's Eco-Friendly Cashmere Collection

The Cashmere Eye Pillow joins the eco-friendly Kistner Supply Cashmere Collection to bring more of the finest things for baby and Mom. This collection grew out of a passion for recycling, cashmere and wanting the best. Kistner Supply Cashmere Collection includes a soft and sweet keepsake Cashmere Chime Ball, a breathtakingly posh patchwork Cashmere Baby Blanket and now revitalizing Cashmere Eye Pillows for Mom. All are handmade by Kistner Supply in the USA of recycled pure 2-ply cashmere. Like all of Kistner Supply's items, the newest product comes ready to give in a white pillow box tied with a ribbon and letterpressed giftcard and will be available through the website in February 2009 (<http://www.kistnersupply.com>).



-Cashmere Eye Pillows

Eco-friendly, ultra-soft and soothing, the Cashmere Eye Pillows can help provide Moms with much-needed rest. The eye pillows are made of recycled pure 2-ply cashmere front and back. Filled with 100% organic flax seed, the eye pillows are free of added scents and can be heated in the microwave or chilled in the freezer. A perfect weight for the eyes, the 4" x 8.5" pillows apply mild, calming pressure to the eyes and help to relax the surrounding muscles. Available in 5 color combinations, this wonderful and affordable gift has the retail price of \$30.

Kistner Supply's new product is exclusively available on its website: <http://www.kistnersupply.com>

About Kistner Supply

In 2004, after finding her grandmother's baby book, filled in by her great-grandmother's 19th-century hand, Elizabeth Brantley started Kistner Supply Publishing Co. Originally, the company had one goal -- to reproduce that 1904 edition of *Mother Stork's Baby Book*. *Mother Stork's Baby Book, 100th Anniversary Edition* was launched in 2005 to great success and is now in its third printing.

The name Kistner Supply comes from the store that Brantley's great-grandparents started in 1925 in Zolfo Springs, Florida, catering to the farmers who were raising livestock and tilling the open land. Using Kistner Supply as a namesake, Brantley hopes to honor the work ethic and kindness that her great-grandparents exhibited while running a supply store through wartime and the Great Depression. The new company, now simply Kistner Supply, continues to uphold those values through uncompromising standards, love of family and naturally long-lasting goods. Each item is meticulously made with the highest quality materials available. Using environmentally sound materials is of the utmost importance to Brantley, and whenever possible recycled products are used.

Kistner Supply donates a small percentage of profits to not-for-profit organizations that support children and the environment.

SOURCE Kistner Supply

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