

And the 2018 MamaMagic Product Awards winners are...

Issued by [Exposure Marketing](#)

7 Mar 2019

Winners of the 2018 MamaMagic Product Awards were announced at a breakfast awards ceremony that took place on 6 February 2019 at Fine Living by David Muirhead in Parkmore.



At this prestigious event, Chelino Platinum's Lunar 6-in-1 was awarded the MamaMagic Product Awards National Winner beating all the other products entered into the awards throughout the year. This unique product is an all-in-1 interchangeable travel, feeding and nursery solution.

The category winners of the MamaMagic Product Awards for 2018 were:

- **Feeding:** Kiddylicious Veggie Straws
- **Mom's Essential:** BabyWombWorld Chicture Double Electric Breast Pump
- **Nursery:** BabyWombWorld Premium 2-in-1 Co-Sleeper & Camp Cot
- **Safety:** The Original Puddle Jumper
- **Travel:** Chelino Platinum Lunar 6-in-1



In the category of Parent’s Choice, which is voted for by South African parents around the world through an online survey, the winners were:

- **Parent’s Choice Feeding:** BiddyKins Suction Bowl & Placemat
- **Parent’s Choice Baby Essentials:** The Hemp Cream Mosquito Repellent
- **Parent’s Choice Travel:** Chelino Platinum Lunar 6-in-1
- **Parent’s Choice Nursery:** BabyWombWorld Premium 2-in-1 Co-Sleeper & Camp Cot
- **Parent’s Choice Safety:** Angelcare Sound & Movement Monitor AC115



National Winner for 2018 MamaMagic Product Awards: Chelino Platinum Lunar 6-in-1

What are the MamaMagic Product Awards?

The MamaMagic Product Awards are one of the most exciting and sought-after titles in the baby and parenting category. These awards shine the spotlight on new and outstanding products that were released into the parenting market in the last year. Throughout 2018, companies exhibiting at any of the MamaMagic expos were encouraged to enter any product launched into the South African parenting market in the last 12 months into the Product Awards 2018 to be judged by a panel of experts and parents. The products selected as the winners in the different categories received the highest scores in their respective categories.

For more information on the MamaMagic New Product Awards visit www.mamamagic.co.za/new-product-awards/

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Exposure Marketing



Exposure Marketing, having interacted with over one million parents and parents-to-be and influencing parenting spaces for the past 14 years, is no doubt the expert in creating marketing platforms that not only promotes brands but give parents ultimate brand interaction opportunities.

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