



Leading Baby Gear Service and Marketplace Announces Corporate Name Change from Babierge to BabyQuip

After Serving More than 10,000 orders, new name positions BabyQuip for continued expansion helping families pack light and travel happy to 225 destinations.

SAN FRANCISCO, July 9, 2018 /PRNewswire/ -- Babierge, the leading baby gear service and marketplace, today announced the company has changed its name to BabyQuip (www.babyquip.com). Now delivering and setting up baby equipment for families vacationing at more than 225 destinations throughout the US and Canada, the new name positions BabyQuip to continue its rapid expansion. It's also a lot easier to pronounce and spell.

"We're excited about the name BabyQuip, as it reflects our mission to delight traveling families with on-demand, quality baby equipment they need to create a restful and memorable travel experience," said Fran Maier, Founder and CEO of Babierge. "With our name change we are also now referring to our network of independent contractors, who deliver and pick up the gear that they own, as Quality Providers." Quality Providers are trained to delight traveling families with exceptionally clean, high-quality baby equipment to help them feel as safe and comfortable traveling as they do at home.

The growing popularity of voice search was a factor in the name change. When asked to search for "Babierge," Siri and Alexa commonly return results for "baby hairs" and "baby airs," not helpful for anyone seeking a crib, stroller or car seat. In this one-minute video, the company went to Times Square to demonstrate just how much the public struggled with its former name.

The new logo includes a playful crib on wheels, demonstrating BabyQuip is on-the-go for families, whenever and wherever they need baby gear. The mobile above the crib represents the Quality Providers' attention to detail, delivering customized baby equipment packages that help families play more, sleep better and fully embrace any journey.

About BabyQuip

BabyQuip (www.babyquip.com), formerly Babierge, is the leading baby gear service and marketplace serving over 10,000 orders to traveling families visiting more than 225 destinations in the US and Canada. The company helps families pack light and travel happy by delivering and setting-up exceptionally clean, quality baby gear at their hotel, vacation rental, or grandparent's home. As a branded multi-sided marketplace, the BabyQuip platform enables on-the-ground "Quality Providers," independent contractors and mom 'n pop businesses, to build a solid business renting gear that they own. Mostly moms, Quality Providers benefit from liability insurance, an active and supportive community, ongoing training regarding product safety and cleanliness and leads generated from both online advertising and through strategic partnerships. Quality Providers' average monthly earnings exceed those of most other gig economy opportunities. Parents and grandparents love BabyQuip because of the company's commitment to exceptional hospitality and cleanliness standards. Learn more about BabyQuip on LinkedIn, follow the company on Facebook, Pinterest, Instagram and Twitter.