
Advanced Thermographic Technologies

October 2010

LCR Hallcrest launch babysafe® 'Animals' range of temperature sensitive safety thermometers incorporating a world first in advanced monitoring technology

LCR Hallcrest the world's leading provider and manufacturer of liquid crystal thermometers has today launched their **babysafe®** range of safety temperature monitors aimed specifically at the new born/early years retail sector.

The range introduces a world first in liquid crystal technology incorporating a temperature line which moves clearly along a scale allowing temperatures to be quickly and easily monitored. Developed in LCR Hallcrest's UK labs over two years, the special easy-read thermometers give this new range a unique benefit.

Today's launch of the new babysafe® range includes all the essential safety temperature indicators to help keep a baby safe within the home or whilst travelling and has been designed to address safety awareness within the home environment for parents and carers of young babies and children.

Featuring fun designs incorporating baby bears, rabbits, elephants, ducklings & puppies, in an array of soft pastel colours, for both girls and boys, the babysafe® 'Animals' range of safety monitors will give peace of mind to parents. Enchanting duckling and puppy bath thermometers will measure the bath temperature to ensure it is neither 'too hot' nor 'too cold'; rabbits, bears and puppies monitor the nursery temperature ensuring safe ideal temperatures, while elephant fever thermometers check the baby's core body temperature.

The range also includes a boxed gift set containing five essential safety temperature indicators needed to keep a baby/child safe within the home during its early childhood years making it an excellent gift for new mums. This kit is also particularly useful for travelling.

Each safety kit contains a liquid crystal Nursery Thermometer, Fever Thermometer, Bath Thermometer, Fridge Thermometer (for baby milk and food) together with an "award winning" colour changing Baby Safety Feeding Spoon.

Further new products to compliment the babysafe® range are planned for launch in early 2011.

Gilly Beaumont comments: "Following the successful launch of our Mr Men® Child Safety range two years ago, this beautifully designed 'Animals' range covers the 0-24 month age group featuring softer pastel colours and characters and is in response to requests from the trade for such products. We are very excited and proud of this fabulous new range which helps to provide a baby safe environment within the home. It sits comfortably with our existing Mr Men® range which is aimed at a slightly higher age group.

LCR Hallcrest is a world leader in the design and manufacture of liquid crystal thermometry and temperature sensitive colour changing technology and has been at the forefront of specialist ink techniques for over 30 years.

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