

Surprise Package: Inside Your Local Baby Store

You can't just go on price when choosing the best products for your baby. When you are responsible for the welfare of another human being, quality and safety are just as important. With all the products and brands out there, how do you know which one is best? And how do you make sure that the product hasn't been recalled or contains hazardous materials?

When you need serious answers from a live person whose knowledge goes well beyond generalities, the place to go is your [local Baby Products Expert store](#). Baby Product Experts (BPE) stores are locally-owned and offer the high level of value, selection and expert assistance you'd expect when selecting furniture, accessories, gear and other products for your children from newborn and beyond. The [Baby Product Experts Certified](#) seal is your guarantee that these stores have been evaluated by an independent source and meet strict standards of excellence.

Hands-On Shopping & Personal Service

At your local BPE store, you can touch, try out and compare products first-hand before you buy them—which is impossible to do online and highly unlikely in a national chain (“big box”) store.

BPE store owners don't just see this as a job. It's a business they are passionate about. They make a point of educating themselves about the newest products, and they stand behind the quality of the products they sell. As a result, their level of service and product knowledge is unmatched.

Locally-owned baby product retail stores want you to feel prepared and comfortable when your baby arrives. Many of them offer special services, like cloth diaper delivery, and classes on topics like new parent skills or breastfeeding.

With car seats and other such items, Baby Product Experts stores often provide certified technicians to teach parents how to properly install them. They will likely even install them for you.

Their customer service doesn't end at the time of purchase. Buying from a locally-owned store makes you part of the “family,” and you are welcome to return with questions or when your product needs servicing.

Positively Impacting Your Community

Locally-owned store owners are involved in your community. Store owners, along with their employees and their families, are likely people you know—or would like to. They could be your neighbors or attend your place of worship. Their children may go to school or play on a sports team with yours.

They are small business owners who contribute to the economic development of your area. Local stores employ more people per sale and pay higher wages than national

chains. They also pay more in property and business taxes than big box stores and receive far fewer tax breaks.

Local stores bring character to your community, and, when they're successful, they attract more new businesses and entrepreneurs to set up shop in your town. Local stores tend to give a greater percentage of their sales to charity than the national chains. Store owners are also more likely to sit on boards, volunteer for organizations, and otherwise be involved in your community.

Supporting local businesses provides benefits to your community in other ways, too. These stores help to sustain other local businesses, like accountants, printers and office supply stores, and they assist in driving traffic to nearby restaurants and other small businesses—all of which keeps the money you spend re-circulating through your town.

The Choice is Yours

Sure, it's tempting to shop at national chains or take advantage of the convenience of buying online, but shopping locally offers so many more benefits.

Also keep in mind that when you shop online, your purchase seldom benefits your local economy, and, although the big box stores in your area may pay local taxes, they do not offer the same long-term value to you as a consumer as buying from a locally-owned store does.

So the next time you have a question, are looking for high-quality furniture or that perfect stroller, or just want to find a unique baby gift, give your local Baby Product Experts store a try. You, your baby and your community will be glad you did.

Baby Product Experts specialty stores provide safe, high-quality products and expert advice. Be sure to consult a store near you when planning a nursery for your new baby.