Famous Whisbear – the Humming Bear has been on the market for only a year and already thousands of customers in Poland and abroad have fallen in love with this extraordinary toy. Whisbear brings not only peace and joy, but also improves a sensory development of babies. The toy has received multiple awards and is number 1. on the Polish newborn layette list.

**WHAT’S NEW?**

- The Company is introducing an intelligent shushing device with CRYsensor feature. After 40 minutes of special shushing the device’s sound fades out and switches to stand-by mode but will respond when a baby starts crying by emitting white nose for another 20 minutes. SoftStart/SoftStop gently switches off the device when a baby is peacefully asleep. The CRYsensor device with cry detection and volume adjustment is available with Whisbear – the Humming Bear Premium Edition.
WHY IS WHISBEAR – THE HUMMING BEAR SO UNIQUE?

The Bear with the humming heart
Bear Whisbear has a heart for babies – the “heart” that sounds like a hair dryer. It is thanks to the effectiveness of “white noise” that newborn babies fall asleep peacefully. The sound reminds babies of what they remember from mum’s womb and that’s why it helps soothe colic caused cry.

Beauty and joy
Whisbear is a unique cuddly toy. While creating the Bear, the company was inspired by children’s drawings, that’s one of the reasons why the customers like Bear’s happy and smiley face. Long, rustling legs of the Bear and colorful, contrasting materials stimulate sensory development of babies. Magnets sewn safely in his paws, make it easy to attach Whisbear to a cot or a pram. Each bear comes with an elegant velvet bag.

Made in Poland
Whisbear has been designed and manufactured in Poland. The author of the project is a student of the Warsaw Academy of Fine Arts - Maria Czapska. Our Bears are sewn in a small sewing room in Mazovia while shushing devices are manufactured in a factory in Lower Silesia.

Created by mums for mums
The company was founded by two young mothers and sisters Julia Sielicka - Jastrząbska and Zuzanna Sielicka - Kalczyńska. What they offer to young parents and their babies is a unique shushing cuddly toy which brings relief and restful sleep and eases colic pain. The Humming Bear is not only a nice companion during the walks but also an esthetic and a trendy and stylish addition to baby’s room.
We have donated the Humming Bears to numerous newborns’ and neonatal wards in Polish hospitals. They also hum in the cardiac clinic in Germany (in cooperation with the Foundation Cor Infantis). They were also donated to the support center for young mothers in Kenya (in cooperation with the Forum for African Women Educationalists). The company supported Breastfeeding Week in Gdynia – the toys were given to the mayor of the city and then distributed amongst maternity hospitals in Gdynia.

The idea of responsible business is close to us, which is why we employ Polish subcontractors to create Whisbears.
In our home the Bear replaced the hair dryer. It works amazingly – when our son has problems falling asleep we switch the bear on. I do recommend it!

Master toy!

I recommend! 100% success.

There is no night in our home when it is not humming… for 3. months now. Revelation!

I also recommend! I never believed in this white noise thing, but the Bear always works and what is most important we can take it everywhere. It’s great that the volume can be adjusted.

Whisbear helps our daughter and it helps us! I have just switched it on and I’m going to sleep!

Whisbear has also been tested by celebrity Mothers and bloggers. Most influential parenting bloggers recommend it and it has been placed on the TOP5 gadget list of 2015 on mamygadzet.pl (parenting blog testing and reviewing new product on the market)
There have been several articles published within one year of Whisbear’s market presence.

Press:

Television shows:
Positive result of a test held in a gadget show “Pani Gadżet” (TVN STYLE); Visit in “Dzień dobry TVN” the most watched breakfast show in Poland, appearance in music show “Jaka to melodia”.

Internet:
• Over 13 thousand people follow Polish profile of Whisbear (as in September 2015)
• Over 1500 followers on Instagram (as in September 2015)
• User friendly website www.whisbear.com with information and e-shop including shops for British, German, Spanish and French speaking customers with a possibility of paying in USD, Euro, GBP and PLN.

Awards and successes:
• “Toy of the Year 2014”, awarded by www.zabawkowicz.pl
• Trade Mark “KidZone 2015”
• Silver “Parents Choice 2015” award (inspired by Kind+Jugend Consumer Award 2015)
• The product was recommended to “Dobry wzór 2015” award (“Good Design” award)

Whisbear the Humming Bear was sent to British Royal Family as a gift for a newly born Princess Charlotte. Embroidered Bear was delivered to London in a specially designed velvet dust bag and the Company’s performance was widely discussed by British media.

The Department of State of USA had invited the Whisbear start-up to take part in the Global Entrepreneurship Summit that took place in July 2015 in Nairobi under the auspices of President Barack Obama. Whisbear was presented as an example of innovative Polish business run by young and enterprising woman.
Founders:

Zuzanna Sielicka-Kalczyńska gained long-term experience in establishing the biggest brands on the FMCG market working as a manager in the best media house in Poland (Mediacom). Julia Sielicka-Jastrzębska her sister, PR worker and graphic designer. In a short time they managed to create a brand with a huge international potential.