

## The Y Chair — Let Your Baby Grow with the Eco-Friendly Beyond Junior Y Chair



The Y chair is an ultra-modern high chair designed to grow with your child from infancy (6 months) all the way to adulthood. Its revolutionary EZ-Seat technology not only makes the sitting area easy for cleaning, it enables quick adjustment of the seat & footrest to provide a comfortable chair for your child in less than 20 seconds. This sleek high chair, made from top-quality European cultivated beech wood, is both sturdy and eco-friendly, a perfect choice for your family that will last for years to come.

### The Problem with Today's Baby Gear



One of the key problems with today's baby products is that most of the baby products have a short life span; as soon as the child outgrows its use, the product becomes a useless item, occupying space and often times on its way to a garage sale, Craigslist, or trash can. We want parents to be able to use a product that is not only user-friendly and comfortable to the child, but at the same time helps parents cut costs. On top of that, many baby products are made of non-eco-friendly material, like plastic or metals. In contrast, the Y chair is made of beech wood, which is biodegradable and recyclable, and also a more durable material – when properly cared for, beech wood furniture can last for several years.

## Why Eco-Friendly Matters to Everyone?



Illegal logging depresses timber prices between 7 and 16 percent, according to the American Forest and Paper Association, flooding the market with cheap wood. For us, the environment matters. When it comes to choosing the material for the baby chair, we select the beech wood that comes from a cultivated forest in Europe. Now what does that mean? It means that our selection of material is a renewable, abundant, and sustainable solution as for every beech tree that is harvested, several trees are planted. Sustainable forestry practices encourage and promote the natural life cycle to preserve our natural resources for future generations and keep our planet green and healthy.

## How Does It Work?



Beyond Junior Y chair comes with a patented **EZ-Seat technology** not found in any other similar product. It allows parents to adjust the height of the seat and foot rest at any time by a simple and quick 2-step latch release function. The high chair can be transformed to a toddler's or a dinning chair for all ages, all within less than 20 seconds. It's economical and instantly provides an extra chair to your home when needed.



## What are the features?

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|    | <b>EZ-Seat Technology.</b> This feature enables quick adjustment of seat & footrest for the comfort of your child, turning the high chair into a dining chair in matter of seconds.  |
|    | <b>Ease of Cleaning.</b> The chair is designed with several easy access points for parents to clean up the food crumbs & mess left on the seat.  |
|    | <b>Dual Restraint System.</b> The restraint system can be adjusted for a 5-point harness or a 3-point harness, keeping your loved one secure and comfortable.  |
|   | <b>Anti-Microbial Heat Sterilization.</b> The state-of-the art pressure-assisted high-temperature sterilization at 248F (120 C) on wood material ensures a hygienic environment for your child.                            |
|  | <b>Water-Resistant Soft Cushion.</b> Even with unexpected spills, the cushion will stay dry with a quick wipe.   |
|  | <b>Dishwasher-Safe Tray Cover.</b> The one-hand removable tray cover is dishwasher-friendly, a convenient solution for every busy parent.  |
|  | <b>Eco-friendly Material.</b> The high-quality European cultivated beech wood (France/Germany) is recyclable & biodegradable; the wood has been carefully selected to keep the forests healthy and sustainably productive. |



## Is It Safe?

Safety is always our top priority and strict measurement guidelines are implemented from creating the design and through all the production phases. The Beyond high chair meets & complies with ASTM F404-07, H.R. 4040 standards and contains no harmful substances, such as BPA, phthalate, and PVC.

## Who's Behind It?

Beyond Junior Y chair has been designed by a team of skilled engineers who focus on enhancing the quality of life of families by providing practical solutions to daily-life problems involving kids, using their creativity in technology. The founder has been a designer for juvenile products for years and is also the creator for **BabyDeck** stroller – the stroller that comes with an built-in diaper-changing station, which later won multiple awards in the US and abroad.

## Our Mission

The philosophy of our team is to focus on innovative solutions in baby products, both in terms of design and functionality. The goal is to bring convenient, time-saving, and economical solutions for every parent, while maintaining the importance of keeping the earth safe by designing eco-friendly products. Your quality of life means success to us.