



## Noonoo

Seeking an unusual gift for that new baby in the family? Or do you want a change from the silver money box for a christening gift? Or would you prefer to give a birthday present that will be treasured for years to come?

Noonoo's range of eco-friendly comfort blankets and playthings make a perfect gift for any small child.

Each design is:

- made out of the softest felted lambswool,
- individually hand-embroidered with child-art imagery,
- beautifully gift boxed.

Jo Ashburner, who is proud of her Welsh roots, created her first Noonoo comfort blanket for

her son Zac while living in Swansea.

Now the Noonoo Design Company Limited designs its products using pre-school children's naive artwork – working from the premise that child-led art rather than adult-led art lends itself to a form of recognition in small children, which in turn establishes the comfort objective.

Such is the popularity of this award-winning range, Noonoo has recently opened a dedicated sales office near Cardiff.

The ethically produced goods cost between £4.99 and £22.50.

■ **Log onto**  
**www.noonoodesign.com** for local stockist details.



**BUY WELSH PRODUCE**  
**PRYNWCH GYNNYRCH CYMRU**

Our Buy Welsh campaign is encouraging you to do just that – from the cradle to the grave. So today **Sally Williams** places the focus on children – the Welsh success stories selling the products no parents should be without

