

maya wrap

Maya Wrap was the founding brand in ring-sling baby carriers in the US. In the past few years, the category has seen substantial growth, propelling this once small company located in Yadkinville, NC into the national spotlight.

The Maya Wrap brand needed to catch up to its rightful place in this burgeoning segment, and hired MediaFit to complete a major packaging upgrade and tradeshow materials to bring the brand into mass channels of distribution.

We are also working with the company on long-term strategy which will include positioning development, product innovation strategy, and a general business and marketing plan to add further momentum to the brand.



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