



***Developmentally appropriate***, thoughtfully designed, responsibly manufactured products for infancy through kindergarten. Our ***early childhood products*** are ***rigorously tested for safety*** and curated for ***child care and learning centres.***





## The ezpz Happy Mat for child care centres. The easy clean up, anti-spill, anti-microbial, all-in-one placemat and plate – with suction.

The ezpz Happy Mat is the all-in-one placemat and plate that suctions to the surface preventing tip-overs. 100% food-grade silicone (BPA, BPS, PVC, latex and phthalate free) ezpz are easy to stack, carry and serve multiple children at once.

Every product that we import meets all of the **Consumer Product Safety** requirements. Just to be sure that our products are not harmful, we require additional and rigorous **third-party safety testing** so they are proven safe for growing bodies.

# Naturally anti-microbial, hypo-allergenic and 100% food grade silicone. Easy to Clean, and built to last.

Developed in part by a **paediatric Speech and Language Pathologist / Feeding Specialist**. Invented by a **mom with three children under the age of three**.

- BPA, BPS, PVC, latex and phthalate free.
- Naturally anti-microbial, hypo-allergenic and 100% food grade silicone does not harbour bacteria.
- Dishwasher, microwave and oven safe. (Industrial dishwasher safe for larger child care centres)
- Built to last (silicone is bendable and flexible and doesn't fade, corrode or deteriorate)





the ezpz Happy Mat promotes self-feeding and develops fine motor skills.

- Portion sizes (i.e., the eyes and smile) are catered to toddlers and preschoolers at 4oz, 4oz and 10oz.
- Three compartments to serve a fruit or veggie, protein and carbohydrate.
- Smiley face design puts kids in the right mood for a positive mealtime experience.
- Stack, carry and serve multiple children at once.
- Allergies? Different diets? Dry erase markers can be used on the mats for dietary considerations.
- Available in a range of colours to match your child care centre's branding, or colour code different ages, menus or rooms.

## The Happy Mat + Child Development



c/o **Dawn Winkelmann**, M.S, CCC-SLP Speech Language Pathologist & Feeding Specialist for ezipz

It's important for us as caregivers to understand child development so we can choose toys, games and feeding products wisely. The early years of a child's life are filled with learning new skills and meeting milestones such as feeding and swallowing.

Below are five highlighted development areas and how the Happy Mat can improve child development.





## Physical Development:

Learning how to eat requires both fine and gross motor movements. The Happy Mat's suction function helps with proper positioning for feeding since it is easy for a child to hold on to and remain stable. After the child has stability they can become a successful utensil eater by using the flexible rim of the Happy Mat to scoop and spear foods with a spoon or fork. In addition, The Happy Mat's whimsy design is cute and entertaining and makes for instant food art. This keeps kids at the table longer to work on those fine and gross motor skills needed for safe eating. Score!

### **Cognitive Development:**

The engaging smiley face of the Happy Mat keeps children calm and decreases mealtime anxiety. It also encourages food curiosity and exploration at mealtime. The edges of the Happy Mat are a great place to introduce new foods to a hesitant eater. They also are a great space for kids to draw on using dry erase markers, or for teachers to write a child's initials on (like we did here) for easy meal prep, stacking and distribution of healthy foods at mealtime! Using the Happy Mat is also a great way to cognitively show the child their 'mealtime space' (the area they have at the table to explore and eat food without disturbing others), which is so helpful in the day care setting! Building trust and improving cognition through food play is essential if we want our kids to be adventurous eaters.

### **Sensory Development:**

Some children struggle with **sensory input** at mealtime or may have an underdeveloped sensory system. Since the Happy Mat suctions directly to the table, it makes it nearly impossible for tiny hands with poor sensory awareness to tip over the plate. The mat also provides a sensory boundary of a child's eating space, making the act of eating less frustrating and more enjoyable. Sensory processing issues are a common factor in picky eating, which is why kids are drawn to the soft, smooth and silent sensory properties of silicone



compared to hard, grainy and loud metal or plastic dishware. Use the Happy Mat to help improve a child's emerging **sensory skills**!







### **Social and Emotional Development:**

The Happy Mat gives kids their own 'space' at mealtime, which decreases behaviors and improves social skills. It also captures most of the mealtime mess, making self-feeding less stressful for both the kids and their parents! The mat is so colorful and fun that it can turn mealtime into a 'happy' occasion instead of a battleground. Lastly, the three compartments of the Happy Mat make it easy for kids to help in the kitchen and learn food preparation, portion sizes and nutritional allocation, which fosters positive emotional development and body image.

### **Communication Development:**

Over 7% of children in the United States have a communication or swallowing disorder. The Happy Mat promotes proper head-positioning (since the mat stays in place) for a safer swallow so that kids can continue to communicate at mealtime with a reduced risk of choking. In addition, the visual attraction of the Happy Mat (especially when combined with some easy food art) helps wean

kids from watching TV or an iPad during mealtime so they can communicate with their family instead!

## The Happy Mat by ezipz



ezipz Happy Mat Blue

\$30.00



ezpz Happy Mat Grey

\$30.00



***Early Childhood educators and child care centres receive special pricing and quantity discounts on ezipz products.***

For pricing, please contact us using the form below.

If you would like to **order a sample of ezipz** use promo code HIMAMA2017 for 30% off the retail price. **(Canada only)** [shop.hipmommies.ca](https://shop.hipmommies.ca)

Name of Child Care Centre



Contact Name

City

State / Province

Phone Number

Email Address

Additional Information

12 + 13 =

Submit

Photography made possible by the truly magical **Apple Jacks Preschool** in  
Toronto Ontario.

We are passionate about giving young  
children all the opportunities they

# need to live healthy lives.

We seek out useful, well-made, thoughtful, parent-approved, safe products that are manufactured in a responsible way. We look to partner with suppliers that are good people, supporting good causes, and that are doing business ethically.

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