



Baby trendsetter shines at the E-fluent fair in Paris

The fast growing Difrax brand you cannot miss

Efluent

The leading Dutch baby brand Difrax announces their presence at the "[Spot E-fluent](#)", held at the prestigious Carreau du Temple in Paris, 27th of November. The E-fluent fair gathers the crème de la crème of parental blogosphere. This event with animations, surprises, lectures and happenings is exclusively for influencers and media personalities. They come from all over France, to celebrate the popularity and growth of Difrax in France. Difrax cares about their business partners just as much as they care about making parents and their babies happy.

Bringing Dutch experience in baby products to France

Difrax is the leading feeding brand in the BeNeLux for babies with almost 50 years of brand history. Its professional, functional and fashionable design has earned its top market positions around the world. Since several years they are present in France and since this year it is a brand you cannot miss as a (future) parent. Difrax Care since 1967 is reflected in the Difrax logo – and for good reason, because care and Difrax go hand in hand. Difrax is constantly gaining more in-depth knowledge of the needs of babies, children and parents. Difrax is proud to introduce the brand history and product concepts at this special event to the French media.

About Difrax

Established in 1967, Difrax is the top-quality Dutch brand of baby products and is the market's leading supplier of bottles and pacifiers. With its innovative and modern products, Difrax makes the lives of babies, toddlers and their parents as easy and as comfortable as possible. Difrax equals happy growth! Over the years, Difrax has enjoyed recognition and distinction for its development of pioneering and award-winning products. A broad range of products is available through specialist baby stores, chemists, department stores, Aubert and at www.difrax.com.

For more information and high resolution pictures

Would you like to receive the press release in, Dutch, French or German. Please contact:

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