

Inflatable Everything Paddling Pools Become A Crowning Glory



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Now more than ever, pregnant women all around the world are looking for more natural ways of giving birth. But Inflatable Everything, in Bishops Stortford, Hertfordshire, has surprisingly created a splash with one expectant mother after the company launched a new range of paddling pools.

Inflatable Everything, the UK's leading supplier of [inflatable kayaks](#) and [bouncy castles](#) recently launched a brand new range of paddling and swimming pools that the company thought would be ideal for the home and garden this summer. Within two days of the pools being added to its website, it received a phone order for one of the products but was surprised to discover the intended use



of the pool. The customer, an expectant mother, wanted to use the pool to help with the delivery of her first child and required next day delivery because the baby was due within the next week.

Steve Whittle the marketing manager at Inflatable Everything commented on the unusual order, "When we launched these paddling pools, we simply assumed that they would be used by young children when the weather starts to improve. Never did we think that they could be used as a birthing pool. In this age of recycling, its great that mother and baby can enjoy the paddling pool again come the summer time."

With recent studies suggesting that low risk women are as safe giving birth at home as giving birth in hospital, it is no wonder that more women are choosing to give birth at home on their own territory and on their own terms.



Steve went on to say, "We learn quite a lot from our customers, constantly checking what people might call our products and updating the site accordingly. So we are now going to

mention birthing as its potential use and have added such wording to Search Engine advertising."

Inflatable Everything which sells a wide variety of inflatable animals unfortunately do not stock a blow up stork, so they have been sent an inflatable Pink Flamingo instead as an early baby present.

The team at Inflatable Everything pride themselves on offering a great service including their delivery options but don't expect to be adding home births to their range of services quite yet.

From paddling pools for home births to [educational inflatables](#) for young children and even [fitness inflatables](#) for adults, Inlatable Everything has products for every stage of a person's life, though it is not looking into blow up coffins anytime soon.

About [Inlatable](#) [Everything](#)

Inlatableeverything.co.uk, is part of the RCH Group which has been trading since 1978. The product range at inflatable's cover anything from inflatable party props, costumes, blow up beds, inflatable pools, sledges and marquees - there really is no limit.

The philosophy at Inlatableeverything.co.uk is simple - Choice, Value and Service. It believes that customers should be able to choose from an extensive 'off the shelf' product range, be able to buy at the most competitive prices and enjoy a professional and efficient service on every order.

Inlatable Everything supplies to consumers and a large range of businesses.

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