



New and Improved Way to Identify Product Excellence: Certified Miracle(TM) Seal

Helps parents sort through the clutter finding superior baby & toddler products.

Rio Rancho, NM ([PRWEB](#)) August 30, 2011 -- Parents now have a new and better way to identify quality baby and toddler products. The Certified Miracle seal launches this week as one of the first seals on the market to be earned and not purchased. The Certified Miracle seal is awarded only to those products that can pass rigorous testing for safety, reliability, effectiveness and outstanding customer service and guarantee/return policies. The baby or toddler products that receive the Certified Miracle seal must do what the manufacturer claims and be a good value for the money.

“Manufacturers cannot submit or pay for our seal. The Certified Miracle seal is awarded only to those products that are found to be exemplary,” explains Michael Gatten, president and founder of Miracle Industries™, LLC maker of the world famous Miracle Blanket® swaddle. Gatten continues, “Products are found through suggestions by baby experts, parents and bloggers around the country and the world and are then tested. We do not accept submissions or money from the manufacture and therefore we are not obligated to them in any way.”

The Certified Miracle™ seal is an approval seal program that has been testing thousands of baby and toddler products for more than a year before selecting the inaugural 23 products. In the past decade, Miracle Industries, LLC has developed an extensive network of parents, medical professionals and product experts who are continually testing baby and toddler products in various categories such as sleep, play and eating.

Sarah Lewis of [The Crazy House blog](#) said, “I am enthusiastic about the new [Certified Miracle™] seal because I am [very unhappy] with some of the others. I actually did a full report on one of the more popular [seals] awhile back after I found out that companies basically paid for the seal. They sent me a product to try out that I HATED and I gave it 0 stars - that's how bad it was. Three months later it was in their newsletter as ‘one of the coolest, new, up and coming products for Parents’”.

Susan Calloway, Marketing Director for Miracle Industries, says, “When parents see the Certified Miracle™ seal on a product they'll know it's a baby or toddler product they can count on. The Certified Miracle seal assures parents it's a product that does what it says it will do.”

Baby and toddler products awarded the Certified Miracle™ seal can include the seal on packaging, any marketing materials or communication and are featured on [CertifiedMiracles.com](#).

“Parents have relied on Miracle Industries to deliver a uniquely effective product for more than a decade now. First with the Miracle Blanket® and now we continue our tradition of quality and reliability by launching the Certified Miracle Seal,” says Gatten.

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