

April 2017

Pharmacies expand retail offering with baby tech

Technology brand Uniden has started to make its award-winning range of Baby Watch digital wireless baby monitors available to pharmacies across Australia, including online and traditional retail environments.



After seeing a steady growth in sales within electrical and baby retail environments, Uniden has identified pharmacies as a natural fit for selling its baby monitors given the high numbers of new and expecting parents stocking up on necessities including baby wipes, nappies and other consumables. The introduction of the Uniden range also reflects the retail trend of offering a broader selection of product categories at one destination, increasing dwell time in store.

Brad Hales, National Marketing Communications Manager, Uniden Australia commented “Uniden’s Baby Watch range is already a trusted brand in Australia, which is a very important consideration for new parents regardless of whether the product sits in health and wellbeing or lifestyle technology. We have seen Baby Watch perform so well across our other retail partners, so it makes sense for pharmacies to offer complementary products to grow their offering in the baby lifestyle category.

“Having our Baby Watch products available alongside other pharmacy items that are essential to everyday life, such as toothpaste and hair products, means that a consumer will most likely spend more time browsing other items on shelf, providing an opportunity to up-sell and drive potential sales to other departments or promotions.

The award-winning Uniden Baby Watch product offering suits every parent’s needs and budget. The range includes audio only monitors that are perfect for sleep overs with the grandparents or travelling abroad, to the fully equipped video monitors that feature technology such as audio & video with zoom, pan and tilt functionality, temperature display & range alert and the ability to record onto a memory card to capture those all-important moments.

Uniden Baby Watch products also feature high-quality digital encrypted monitoring systems that have user-friendly interfaces and have the ability to be accessed remotely on a smartphone anywhere in the world using the free Uniden Baby Watch App.

The Uniden Baby Watch range is available to pharmacies nationwide.

Customer enquiries: phone Uniden on 1300 366 895 or visit www.uniden.com.au

Media enquiries:

Adrienne Pearson or Simone Esamie

Write Away Communication + Events

Tel: (02) 9978 1400

Email: adrienne_pearson@writeaway.com.au, simone@writeaway.com.au