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## **BUNDLES OF LOVE**

**LOS GATOS WOMAN'S BUSINESS IS KEEPING KIDS COZY**

By Margaret Steen  
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After her twins were born in July 2000, Lisa Montrezza needed to make her life as simple as possible.

One of the first irritations she tackled: Her babies continually kicked their blankets off their car seats. To solve the problem, she created the Baby Bundle car seat cover.

Next, she tackled getting the sheets in the twins' cribs to stay tucked in.

“I was scraping my knuckles,” Montrezza said. She solved the problem by sewing the fitted sheet and flat sheet partly together. When the twins moved to twin beds, she did the same for the larger sheets.

Montrezza set out to solve a problem for her friends whose kids went to day care: She made what she calls the “CozyToes Sleep Mat,” a nap mat with an attached pillow and a pocket at the bottom for kids to tuck in their feet. It rolls up neatly to fit in a cubbyhole.

“It promotes independence in setting up their own sleep time area,” Montrezza said. “They can roll it, unroll it.”

Thus Montrezza's new business was born. Montrezza had tried to continue her previous work as a private investigator after her twins were born but found it too exhausting. She sold her firm but knew she wanted to start another business. And after a lot of planning, she opened SproutsKids in September.

The transition was a challenge.

“I know how to run a business, but I know nothing about sales,” she said.

Montrezza spent much of the fall visiting holiday boutiques and local preschools, selling her wares but also getting feedback from customers about what products they liked and whether the prices were right. She offered the preschools a 20 percent cut of the proceeds from her sales.

Today, she runs the business from her home in Los Gatos and sells primarily online. She has her own Web site and is planning to set up an eBay store soon. She is also starting to sell some of her products in local children's stores.

Montrezza calls selling her products “kind of fun, kind of scary,” though she says she's enthusiastic enough about them that it's not hard to make her pitch. In addition to the car seat covers, connected sheets and nap mats, Montrezza's products include oil- cloth art smocks and matching mother-daughter aprons.

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