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“Three Men & a Baby” Create Unique Way to Decorate Kids Rooms 5 Babies Later, They are Ready to Launch with Babies R Us.com

Jon Conkling, Shawn Laskoski, and Mark Ludwig are the “men” behind Bright Eyes Big Smiles (the “baby” is Jon’s daughter Sam).

The entrepreneurs conceived, quite literally, the necessary expertise to better relate to their target market... babies.

Mark explains, "When we started with the idea, we didn't know much about our target audience. I think I held a baby once in my life and Shawn was the guy most likely to drive away with the baby carrier on the roof of his car."

Now Shawn the father of 3, Jon the father of 2, and Mark the father of 1 have had serious first hand experience with their target audience.

Jon laughs, “Who would have thought that Mark would be writing our baby books to accompany the theme sets and Shawn would constantly emphasize the emotional importance of fun.”

"Our product is Fun, Fast, & Easy and anyone with kids would sure appreciate those luxuries", adds Shawn.

Wallsy Tales® – Movable Murals in Minutes™, the company's first kids decor product, is set to hit stores in November of this year.