



squishy press™

Squishy Press was born out of a desire to make children's books that are beautiful and stimulating while containing no harmful substances for small children to ingest. Most baby books are currently printed overseas with little oversight, and with cast-coated papers, foils and glues that could contain heavy metals and other toxic substances. To add insult to injury, the design and printing quality is usually pretty bad, too.

Squishy Press books are designed by award-winning sustainable design firm Rogue Element with images taken by renowned photographer Steven E. Gross and are printed in the USA. We use recycled paper, soy-based inks and non-toxic glues to ensure that our books are good for our children and for the world they'll inherit. So Squishy Press books are not only beautiful, but safer.

We also try to make our operations green. We're working to make everything from our web hosting to our online shopping cart to our fulfillment done as sustainably as possible with minimal carbon footprint. Our employees walk or bike to work, and engage in sustainable practices both at home and in the office.

Why the name "Squishy Press?"

Well, one of us has a child who was nicknamed "squishy" and another founder has a brother nicknamed "squishy." And as we are all parents, we love to squish our children's bodies full of good, healthy things.