



'My First Twelve Months' Your Own Personalised Baby Book from www.bathtubadmiral.co.uk



Today, (28 July 2011) www.bathtubadmiral.co.uk launches 'My First Twelve Months' baby book, an affordable and easy-to-use online solution for parents to store their precious 'first' memories and baby milestones in a personalised and beautifully bound book, published and professionally printed just for you.

From the moment you have your 12 week scan through to your baby's first birthday, there are so many memories to capture and keep forever: first smile, first bath, first steps, first solid food, first drawing and first birthday. Sadly, prenatal scans deteriorate over time, and photographs stuck into conventional baby books become dog-eared, faded and torn. Because only one book is created, sharing these memories with grandparents, friends and Godparents can be difficult. [Bathtub Admiral's](http://www.bathtubadmiral.co.uk) 'My First Twelve Months' book provides a permanent keepsake of your memories that won't fade away and can be reprinted should anything happen to the original.

[Bathtub Admiral's](http://www.bathtubadmiral.co.uk) bespoke software lets you design, write and create your own personalised baby book storing your images and data until you are ready to print, allowing you time to add information as your baby's precious 'first moments' are captured throughout the year.

My First Twelve Months from £18.75 (www.bathtubadmiral.co.uk)

Simply visit www.bathtubadmiral.co.uk. Follow the online instructions to choose your cover design and format. There are 'help' clips for you to watch, and Bathtub is always happy to help if you have any problems.

Upload your photos, scans and type or copy and paste from existing documents with your own text and personal messages. Customise your book with different fonts, templates, photo borders and masks, backgrounds and clipart. Once registered for a Bathtub Admiral account they will store your photos and book, as long as you continue to use the account.

Priced from £18.75 for a standard, perfectly bound image wrapped hardback book and £23.75 for a leatherette covered version, each starting with 44 pages of your baby's first year. Additional pages can be added at extra cost, 0.75p per sheet, up to a maximum of 96 pages.



What can I put in my book? Upload digital photographs, scanned photographs of your relatives past and present, explain the family tree. Why not handwrite and scan in the favourite weaning recipes that your baby enjoyed? Birth details and birth certificates can be scanned into pages, and even tickets from first days out and favourite first paintings and drawings.

If you don't feel confident or don't have the time to input your own data, Bathtub Admiral also offers a design and build service, starting at £1 a page depending upon order numbers, quality and type of content supplied. This service includes pdf proofing and one copy of the book.

Simon Coote, founder of Bathtub Admiral says: "We developed the concept of Bathtub Admiral two years ago when we realised we needed a permanent solution to catalogue our own three children's memories. My wife had taken 21,000 digital photos! Add nearly 2,000 recipes handed down to us in various formats; some handwritten by my mother and grandparents, some torn out of old magazines. Then 100's of drawings, hand prints and school / nursery reports, tickets from days out and more. All these memories were stored on mobile phones or computers, photos lurked in the back of drawers or were getting ruined in the loft - all memories that were fading away and we were in danger of losing.

"Our software is easy to use and the finished books are a permanent record that preserves your cherished memories. The books can be updated throughout the year, printed once complete and even re-printed if you choose to add in more images and information. One of the main advantages is that unlike conventional baby books where you have just one book, multiples copies of your Bathtub Admiral 'My First Twelve Months' book can be printed making it easier to share these memories with your family and friends."

To start creating your very own personalised 'My First Twelve Months' book, visit www.bathtubadmiral.co.uk .

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Notes to editors

- Bathtub Admiral is currently working on the second phase of software release that will allow users to share their books with friends and family, allowing them to make additions to the content and create their very own personalised copy.
- Other personalised books by Bathtub Admiral launching in August 2011 include; Cook Book, So Sorry You're Leaving book and general photo and memory books.

For press enquiries, images or to receive a sample or voucher code to produce your own book, please contact Minx PR on 020 8288 0849 / 07734 681796 or email michelle@minxpr.com or Mars Webb on mars@minxpr.com / 07717 718063 / 02890 812070