

Stork Exchange Selected as a Good Housekeeping 2026 Parenting Awards Winner

CHARLOTTE, NC, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- [Stork Exchange](#) announced today that it has been named a winner in Good Housekeeping's 2026 Parenting Awards in the On-the-Go Accessories category. The full list of winners can be found on goodhousekeeping.com/parenting2026.



Stork Exchange is a premier destination for safe and convenient baby gear shopping for parents

Stork Exchange is an online marketplace for open-box, overstock and certified-return baby gear that helps families save on premium essentials without sacrificing quality. The company partners directly with baby brands and retailers to source returned and excess inventory, offering strollers, car seats, high chairs and more from brands such as Zoe Strollers, UPPAbaby, babyark, Bugaboo and BabyBjörn at savings of up to 50% off retail, with transparent listings and free national shipping.

The marketplace was built to solve a real parenting pain point for families who want to save money and shop more sustainably, but find traditional secondhand marketplaces time-consuming and inconsistent, especially for baby gear, where condition matters. Every item is fully unboxed and inspected by a trained operations team against the company's Stork Certified standard, confirming that core functions operate smoothly, that all components and accessories are present, that materials are structurally sound with any cosmetic wear accurately graded, and that items are not expired or subject to an active safety recall.

Sustainability extends beyond the gear itself. The company contributes a portion of every purchase toward offsetting shipping emissions, partners with Charlotte's Innovation Barn to give packaging materials such as bubble wrap a second life, and donates items to local charities so more parents can access the gear they need.

In the past year alone, Stork Exchange has helped families save more than \$364,000 on baby gear, inspected nearly 19,000 items for resale, and diverted 38.5 tons of gear from landfills.

About Stork Exchange

Stork Exchange is a premier destination for safe and convenient baby gear shopping for parents. Based in Charlotte, North Carolina, and founded in 2021 by husband-and-wife team Ben and Cyndal Norment to give parents a better way to shop sustainably, Stork Exchange offers carefully inspected open-box and overstock gear with national shipping straight to customers' doorsteps, making it easy and convenient while keeping usable gear out of landfills. Co-founder Ben Norment is a member of the Baby Safety Alliance. Learn more at storkexchange.co.

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