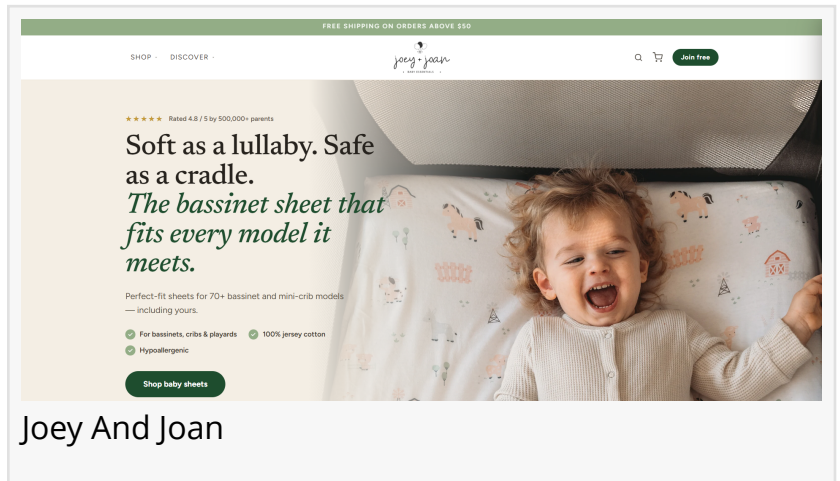


Joey+Joan Becomes the Only Store Offering Custom-Fitted Bassinet Sheets for 70+ Models

The baby bedding brand launches a size selection tool online to allow parents to buy fitted bassinet sheets for the exact brand and model of their bassinet.

FRISCO, TX, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- With the launch of their new website, Joey and Joan becomes the only baby bedding brand on the market to sell [fitted bassinet sheets](#) that are sized to the exact dimensions of over 70 different bassinet models.



Joey and Joan began 10 years ago when an anxious mother sat down to hand-stitch sheets because nothing on the market fit their baby's bassinet mattress. Even today, there are no universally enforced standardised mattress size regulations for bassinets in the United States. Manufacturers design their products in different shapes and sizes according to specialised purposes.

Some bassinets are supposed to attach to bedsides, while others are small and lightweight for portability. Whatever their function, the AAP's safe sleep guidelines recommend that they only be used with a single fitted sheet and absolutely nothing else.

"The lack of standardisation is a problem," explained a Joey and Joan spokesperson, "Generic bassinet sheets are either too loose, too tight, or the wrong shape. Name-brand replacements can be very expensive. Meanwhile, parents are losing sleep worrying about bunched fabric or gaps between the bassinet sides and the mattress."

Since its inception, Joey+Joan has had one mission: creating safe sleep spaces for babies everywhere at an affordable price point. This has meant catering to the wide range of bassinet types already available to parents, as well as constantly innovating as brands release newer models.

“While the fit is important, it’s just one aspect of safe sleep,” their spokesperson explains. “Each Joey+Joan sheet is made of 100% jersey knit cotton that’s hypoallergenic, breathable, and wicks away moisture.” The sheets are also OEKO-TEX certified, which means they have been tested for over 100 harmful chemicals usually found in fabrics.

Joey+Joan’s new website currently stocks fitted bassinet sheets for over 70 different bassinet models as well as [crib sheets](#), minicribs and travel crib sheets, playard sheets, changing pad covers, and mattress protectors. The brand also offers a lifetime warranty on each product they sell. If a Joey+Joan sheet rips, unravels, shrinks, pills, fades, develops holes, or loses its stretch, they will replace it for free.

Parents can use the size selection tool on the [Joey+Joan website](#) to find their perfectly sized bassinet sheet and avail free shipping for orders over \$50.

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