

Nappy idea wraps up big council contract

TWO mothers who began a small internet nappy company in 2005 are now part of a Waitakere City Council rubbish reduction programme and next week promote their "real nappy" message on television.

Kate Meads of Katikati and Paula Lourie of Waihi supply NappyDay packs to Waitakere City Council's nappy hire scheme.

"Ours are among a number of cloth nappies the council hires out for six to 12 weeks in a scheme designed to reduce the number of disposable nappies in rubbish bags and to encourage parents to make the switch to re-usable nappies," Kate says. The nappies are commercially washed at the end of the hire period and then re-issued.

Christchurch City Council offers a subsidy for parents buying cloth instead of disposable nappies she says.

"NappyDays is considering setting up a hire service in this area too and we would like to see other councils throughout the country do the same," Paula says.

The women say disposable plastic nappies don't break down and nationally every week families with children from birth to two fill thousands of rubbish bags with soiled nappies.

Modern cloth nappies are very different from the large white square ones which preceded disposable nappies. They are well designed, attractive, easy to use and to wash, they say.

To further promote the message NappyDays has donated prizes for TV One's *Good Morning* programme for Real Nappy Week which runs from March 11 to 17.

"We are giving away one pack of nappies each day and then at the end of the week, a large prize package, made up of our nappies and products from other associated companies," Kate says.

Paula says NappyDays has more than doubled in size since it began in 2005. "It just keeps growing and the interests, particularly in our nappies made from bamboo fibre, is fantastic."

The company not only sells on the internet, but also supplies stores throughout the country, including Katikati's Mums World where owner



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NAP ATTACK: Paula Lourie (left) and Kate Meads of NappyDays discuss Real Nappy Week with Tracey Cameron (right) of Mums World Katikati.

Tracey Cameron is a convert.

"I think they are great and having them here for people to see and being able to explain how to use them is excellent. There's a lot of interest, often from grandparents, keen to introduce the idea to new parents."

As well as reducing rubbish and petroleum products used to manufacture plastic nappies, the women say cloth nappies save parents money too.

"I would probably have spent between \$20 and \$30 a week on disposable nappies plus the \$2 a week for a rubbish bag to get rid of them," says Tracey, who encourages pregnant mums to put cloth nappies on layby early in their pregnancy so they have them paid off by the time their child is born.

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