

## **Babipur, saving the world one reusable nappy at a time**

Babipur is a small independent company based in the foothills of Snowdonia, Wales. They have been flying the flag for all things eco friendly, ethical and inclusive for the last 15 years. This month brings us Reusable Nappy Week 2022 (25th April - 1st May) and Babipur have been busy preparing for a while. Why? Because they want to make an impact, a positive impact on our planet through encouraging people to use eco-friendly reusable nappies with their own babies, they also want to have an impact on everyone out there struggling to make ends meet; babies can be expensive, but reusable nappies are a lot cheaper than disposable nappies and hundreds of pounds can be saved by making the change. What can you expect from Reusable Nappy Week at Babipur? Their passionate team of reusable nappy experts will be there giving advice and support either online, face to face or on the phone, helpful information will be out on all social media platforms, lots of offers to get you started, plus some giveaways will be happening too. Making getting into using reusable nappies even more reasonable and accessible.

Reusable Nappy Week (formally Real Nappy Week) has been running since 2000 and Babipur have been involved for the 15 years they have been running. It's a really exciting time in the reusable nappy calendar, where people are encouraged to take a step towards being more eco friendly, cutting down the massive amount of disposable nappies going to landfill each day. Disposable nappies are now considered to be "one of the world's greatest waste problems"(1) and yet only around 2-5%(2) of the world's population are using reusable nappies. This is something Babipur is striving to change.



Joint founder of Babipur, Jolene Barton says "We love spreading awareness and getting people started on their journey. Our aim, to always simplify things. Reusable nappies are easy, and it doesn't have to be all or nothing" The Babipur team are very knowledgeable about reusable nappies, in fact some would call them reusable nappy geeks. Many of them have been through the reusable nappy journey with their own children and speak from a wealth of experience, so they get really excited about Reusable Nappy Week and the people they can help. They love what they do, work hard and have a lot of fun doing it. Here is what some of Babipur's customers say who started using reusable nappies during prior Reusable Nappy Weeks -



"We love our reusables for so many reasons, but for us the biggest has to be the environmental reasons. Knowing we are doing a tiny bit to stop some waste going to landfill is really nice, and has opened up conversations with our niece and nephews as we do it about the little changes we can all make. The cost savings and cute prints are a bonus!" Vicky, from Crawley

"we have almost been cloth bumming for a year! We were inspired to switch at 16 months of age last reusable nappy week. And we love it! It's never too late to switch." Jo, from Redcar



Press Release

## Reusable Nappy Week 2022

Let's be honest, times are tough, prices are going up and with the current oil crisis they are set to get harder, so we need to be looking for ways to cut down on costs as well as environmental impact. One way to do this is to cut down on disposable nappies. Each disposable nappy contains one cup of oil(3), they generate "60 times more solid waste and use 20 times more raw materials, like crude oil and wood pulp"(4). To put that into perspective "Every year, an estimated 167bn disposable nappies are produced, requiring 248.5m barrels of crude oil"(5). Babipur has long understood that small changes are key, otherwise people are held to an unachievable standard, so instead of big changes, they are asking for people to start with just a few nappies, whatever is manageable, even one would make a big difference. Babipur wants you to join in and make this Reusable Nappy Week the biggest yet, spread the word further than before and help more people make the change to reusable nappies, cutting back on our ever increasing waste problem and cutting back our country's oil usage, plus of course making our little squishies even cuter with fluffy cloth bums.

Reusable or cloth nappies have come such a long way from the old terries and waterproof covers. If you have seen them lately, then you'll probably agree they are pretty gorgeous and cute on baby bums. They use a variety of materials from organic cotton or bamboo to hemp and have waterproof covers made of a range of things from recycled PUL to natural wool. They can be so much better for babies skin using a lot of natural materials and fewer bleaches and synthetic chemicals, plus they come in a variety of shapes and sizes, meaning that no matter what size and shape your baby is, you're bound to find a good match. And Babipur is more than happy to help find out what will work best for you, holding your hand through those early steps.



Editors Notes:  
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