

# The Real Nappy Campaign

## Napp-E-News September 2009

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### Carmarthenshire Council's Real Nappy Action

The recycling team from Carmarthenshire Council attended Maud's Baby show at Nantyci Showground in Carmarthen on Sat/Sun Sept 5th/6th which was a great success. On the Saturday they hadn't even finished setting up the stall before they had a crowd of mums & dads, 3 people deep, wanting real nappy info and a free trial pack. In total over the whole weekend they gave out 39 free real nappy trial packs. Their monthly Nappuccinos are also going well with 58 free trial packs given out since they started in June '09. Real nappy promotion is also as a part of the council's recycling roadshows throughout the year .

The total number of free nappy trial packs given out in 2009 to date is 248. Caroline Davies part of the Council's Real Nappy team said '*I think the credit crunch has definitely had a positive effect on the number of people choosing to go for the real nappy option*'.



Pictured from left are dad Shane Bill, eight-month-old Carla Bill and mum Jenny Bloxham getting some real nappy advice from council real nappy advisor Caroline Davies.

Photo: Jeff Connell

## The birth of Clwt Twt

Suki Morys founder of Clwt Twt based in Ceredigion writes about the trials and tribulations of setting up her nappy business.

Nineteen years ago I took my three young children to live for a while on a little island in Canada called Salt Spring Island, They were aged four, two and a month old and two of them were in nappies. Never having used disposable nappies I packed their terry squares and dreadful plastic pants, and took a pack of disposables just for the aeroplane. It was Christmas time, and the lovely people of the island got together to buy us a Christmas hamper full of food and gifts for the children. In among the presents was a nappy the like of which I had never seen before. It was made of layers of pink cotton and shaped like a disposable. Little did I know that this nappy would be the stimulus for the making of a new business!

I loved that nappy but it was a little crude. It had no elastic around the legs or waist and so relied on the plastic pants to contain everything and , as plastic pants were terrible in those days, leaked badly. So on returning home, I adapted the design of that nappy, putting in some elastic and changing the shape a little. I then made lots for my daughter and for friends who swore by them.

When the baby days were over I didn't think any more about those nappies until, 15 years later, I gave birth to a little boy, Meilyr. Of course, the first thing I did was to make his nappies! Knowing that financially it would be very difficult. Sitting at the kitchen table and after wracking my brains to figure out what I could do, 'Clwt Twt' was born.

I started selling my nappies on E bay at first. I was very surprised to find, pretty quickly, that there was a HUGE cloth nappy community online and those people were the ones who made my business possible. Amazingly by word of mouth and the internet 'Clwt Twt' became known to a huge number of parents.

It hasn't always been easy. There have been many times I have been struggling to keep up with demand ending up breastfeeding at the sewing machine, putting the baby to sleep and working well into the night to make those orders.

. I often felt like giving up. At one point a major nappy company decided to flex its muscles, saying that my nappies were an infringement on their design. Little did they know that, actually, the directors were probably in nappies themselves when I designed mine! Needless to say, after a few solicitor's letters back and forth, and, with help from another nappy seller, they were persuaded to stop trying to close my company down. It was a horrible time though.

Now there are lots of different types of cloth nappy on the market but orders still come in. I'm sure this is partly due to the fact that those dreadful plastic pants have developed into something that actually work, and that parents are taking a step backwards in order to go forward, using wool soakers with lanolin to cover the nappies ( I would recommend trying them if you haven't already, there are lots of guides of how to use them etc. online). New materials such as bamboo have also made a huge impact on the real nappy business and, at last , it has been recognised that, despite the sellers of disposables trying to tell you otherwise, cloth nappies are beneficial to the environment! What a surprise!! The argument I STILL hear about using too much electricity is such a ridiculous one, but maybe I'll write another time about that!

So Clwt Twt lives on, thanks to all you mothers out there. It has expanded and now makes bandana bibs, wash mitts, Waldorf style dolls and various other items; and this month my son started school, and my daughter, a tiny baby when I made my first nappy, is off to university!

How time flies!



## Real Nappy Campaign Website

We at the Real Nappy Campaign always find it interesting to look at the webpage statistics to see how many people access the website and what are they looking at so I thought I would share some of that information with you. Between 1st September 2008 to 1st September 2009.

8247 visits to the site

The most popular pages were

In Your Area—A map of Wales and what nappy services are available in each area.

Nappy Guide—A quick guide to the types of real nappies available.

Fabric Guide—A quick guide to the most popular fabric used to make real nappies.

The top 5 referring sites were:

Cardiff Council website, Monmouthshire Council website, Waste Awareness Wales website, Swansea Council website and Bridgend Council website.

## New Agents and Volunteers update

Sam Deacon, a new Lollipop agent living in Conwy covers North Denbighshire and parts of Gwynedd is keen to raise the profile of real nappies and is in the process of organising Nappuccinos, the details will be placed on our website under the 'Events' page, she is also arranging to be at the NCT nearly new sales this autumn.

Hilary May who lives in Cardiff has also joined us as a volunteer, she will be helping Rhain from MamiGreen with the Cardiff Nappuccinos and by attending talks at parenting classes.

There are now regular Nappuccinos in Cardiff, Carmarthen, Torfaen and Shrewsbury.

We still need volunteers or agents for the Bridgend area so if you use real nappies yourself and would like to give advice to others as a volunteer or make a little bit of pocket money by becoming an agent for a nappy company please get in touch.

## All change at Upsy Daisy Nappies

Things are going so well at Swansea based Upsy Daisy Nappies that they are no longer selling directly to the public from their website [upsydaisynappies.com](http://upsydaisynappies.com). HOWEVER fans of their nappies needn't be worried their range of pocket nappies will be available through other websites such as [mamigreen.co.uk](http://mamigreen.co.uk) and [bitsandbobs.info](http://bitsandbobs.info) and Amber will be doing custom slots on the website now and again.

[www.upsydaisynappies.com](http://www.upsydaisynappies.com)

## MamiGreen goes on-line

Rhian from Cardiff based MamiGreen has recently set up an on-line shop at [www.mamigreen.co.uk](http://www.mamigreen.co.uk). Rhian offers a full range of nappies including the Upsy Daisy National Flag nappies and personalised name nappies along with a range of environmentally friendly baby products.

Rhian also offers trial packs in Cardiff and surrounding area so that parents can try before they buy, look at the website under [mamigreen](http://mamigreen.co.uk) services for further details



### Contact us...

If you require any further information on any of the topics raised in this newsletter, please don't hesitate to contact us or visit our website.

If you have any events coming up in your area please let us know and we will add them to the website. Or if you would like to contribute to this newsletter please make contact.

[www.realnappies-wales.org.uk](http://www.realnappies-wales.org.uk)

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