

Ask The Nappy Lady – New Zealand’s Cloth Nappy Expert

Did you know that just one cloth nappy could replace over 400 disposable nappies (see attached picture)

While times are still tough and parents are trying to get by on only one income, many are still effectively depositing their hard earned cash into landfill. It has been estimated that New Zealand parents may be using around 1 Million disposable nappies per day which is a huge amount of waste from one singular product going into our landfills.

“If parents purchased just one cloth nappy, they could prevent hundreds of disposables from entering our depleting landfills” This is the message The Nappy Lady™, Kate Meads is getting out to new and expecting parents across New Zealand

‘There are couple of common barriers that sometimes put parents off considering cloth nappies’ says The Nappy Lady.

“The first is generally cost because of the initial outlay involved when investing in a cloth nappy system. The set up cost may be from \$500 - \$1500 depending on the style of nappy. However when you consider parents will spend thousands on disposables, the cost of cloth nappies is significantly less.”

“The other is, over time we have been led to believe that they are inconvenient and time consuming. When in actual fact, the only time consuming part of a cloth nappy system nowadays is making the decision regarding which nappy you want to use because there are so many to choose from.” Says Kate

Gone are the days of soaking, scrubbing, folding and pins! Today technology does all of the work. With the advancement of fabrics, washing machines and powders there is more time to spend with your family.

The Nappy Lady wants New Zealand parents to know that cloth nappies today are easy, super cute, better for the environment and can save parents thousands of dollars. They are not what most people expect, especially when they find out that there are even nappies being made from bamboo which is sustainable, antibacterial and great for baby’s sensitive new skin.

Every day Kate talks to parents who are completely overwhelmed because of the amount of information available online. She decided to provide parents in New Zealand with quality, unbiased, unbranded information to help them on their nappy hunt.

It started with antenatal classes, then workshops for different regional councils, some TV interviews where she was originally given the title of The Nappy Lady and then quickly grew to include a dedicated cloth nappy information website www.thenappylady.co.nz .

The website has grown in popularity since it was recently launched and the number of parents emailing The Nappy Lady for advice is growing every day.

Now The Nappy Lady is being invited by different groups around the country to provide parents the opportunity to come and talk to an expert, touch, try and see the different styles of nappies available today.

“I have really embraced the title of The Nappy Lady over the past year, and apart from people thinking I am far older than I actually am, I love being able to offer expert advice to parents and helping them to succeed in using cloth nappies on their babies!”, says Kate

“Using cloth nappies makes cents and the dollars look after themselves.”

Editors notes:

For more information, interviews or pictures, please contact Kate Meads (The Nappy Lady) on (027) 22 11 242 or email kate@nappydays.co.nz

The attached photo contains 450 disposable nappies or 30 packs of disposable nappies which is the equivalent of the 1 cloth nappy shown in the picture being used every second day from when a child is born until they are 2.5yrs. Kate is holding the nappy in the picture.

Using the cheapest disposable nappies (around \$0.38c each) would cost over \$170. A premium brand (around \$0.80c each) would cost a family around \$360 for 1 disposable nappy every second day over 2.5yrs.