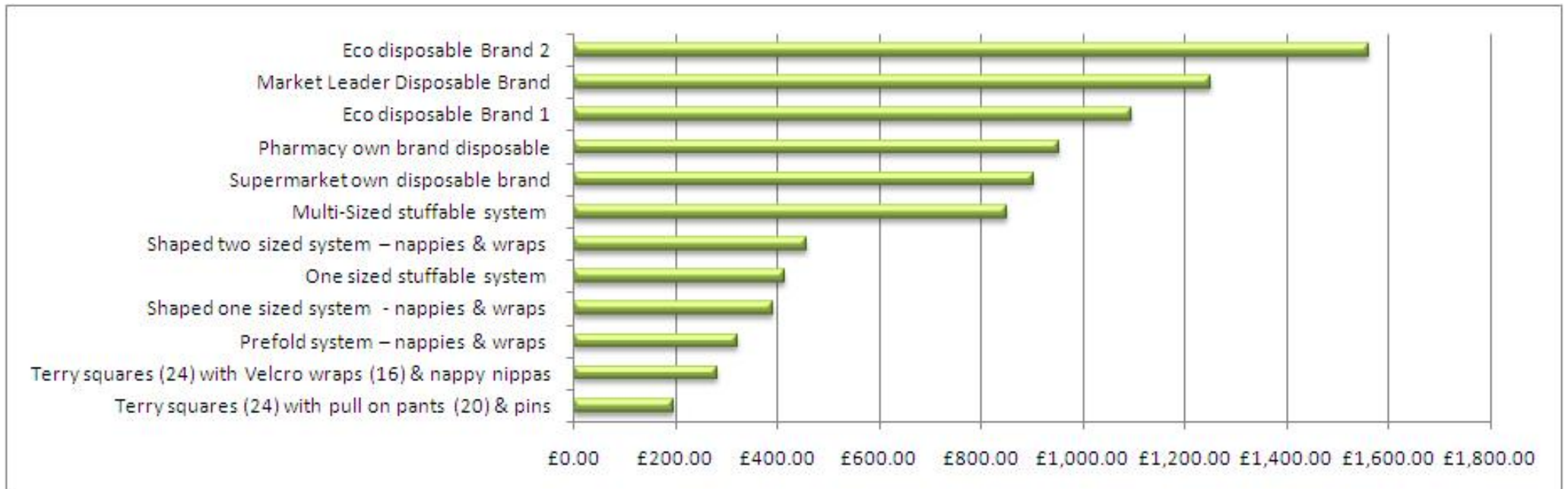




Real Nappy Headline Cost Savings as of February 2009

By using washable nappies parents could **save up to £1,050!** Based on an average family size of 1.99, and the same nappies being used again, this cost saving extends to £2,300. Even value ranges of disposable nappies and accessories can be beaten on cost by the majority of real nappy systems and **all real nappy systems are cheaper than leading disposable brands.** On average, parents using washable nappies will save around £470 but the savings significantly increase when nappies are used for subsequent children.

Cost Comparison of Washable and Disposable Nappy Systems



Washable nappy costs include: cost of nappies, wraps, bucket, washable wipes, washable liners and wash at 60 degrees

Disposable costs include: cost of nappies and market leader disposable wipes



The Cost of Nappies

The following figures are based on Go Real market research and on the assumption that each baby will need changing approximately 4732 times before being potty trained¹. A further breakdown of nappy costs can be supplied on request.

Birth-to-potty costs of some of the most popular types of real nappy:

Terry squares (24) with pull on pants (20) & pins	£52.76
Terry squares (24) with Velcro wraps (16) & nappy nippas	£139.87
Prefold system – nappies & wraps (average of 3 brands)	£180.21
Shaped one sized system - nappies & wraps (average of 4 brands)	£248.50
One sized stuffable system (average of 3 brands)	£272.00
Shaped two sized system – nappies & wraps (average of 4 brands)	£314.75
Multi-Sized stuffable system (average of 2 brands)	£707.00

Add to this the cost of a bucket and liners:

Bucket and 20 washable fleece liners	£25.45
Bucket and 4732 flushable paper liners	£100

Compare this to birth-to-potty prices for the most popular brands of disposable and eco-disposable nappies (Mintel April 2008):

Supermarket own brand	£619.64
Pharmacy own brand	£670.32
Low Cost Eco Disposable	£812.28
Market Leader	£965.72
High Cost Eco Disposable	£1276.12

Wet wipes add to the cost considerably, although many parents using washable nappies also use washable wet wipes. We have used an average of 2 disposable wipes per nappy change – a total of 9,464 wipes:

Washable wipes – pack of 20 (average of 3 brands)	£14.84
Supermarket value range	£47.32
Supermarket own brand	£94.64
Pharmacy own brand	£189.28
Major Brand	£283.92
Eco Brand 1	£283.92

¹ Eight changes a day for the first six months, six per day up to age one, then four per day until aged two and a half years based on recommendations from NHS coupled with research with parents by Go Real.



Market Leader	£283.92
Eco Brand 2	£473.20

Many parents also wrap their disposable nappies before binning them, either in a nappy sack, or using a nappy wrapper system. These costs have been included here for information but have not been included in the cost comparison graph:

Pharmacy value nappy sacks x 4732	£23.66
Pharmacy biodegradable nappy sacks x 4732	£47.32
Eco Brand compostable nappy sacks x 4732	£141.96
Major Brand Nappy Wrapper system for 30 months	£171.16

The Cost of Washing

Total Cost of Washing at 60°	£102.19
Total Cost of Washing at 60° on a water meter	£123.79

These figures have been calculated using the following figures, for a further breakdown see information sheet: "Costs Associated with Washing Nappies at Home"

Depreciation cost associated with washing nappies for 2.5 years:	£15.91
Total washing powder costs for 2.5 years:	£52.80
Total cost of electricity to wash nappies over 2½ years at a 60° wash in an A/B rated machine:	£33.48
The total cost of water to wash nappies over 2½ years:	£21.60

Laundry Services

In some areas of the UK it is possible to use a real nappy laundry service. These services provide a delivery of freshly-laundered cotton nappies direct to your doorstep every week and also collect and wash the soiled ones. They operate more commonly in larger towns/inner city areas.

The costs vary but on average² they cost £10.92 per week for unlimited use. This works out at a total cost of £1419.60 in total, over 2½ years. This cost is on a par with the leading disposable brands but can not be rivalled for convenience.)

² average of 6 across the UK