



New & Green Baby Co.

Media Kit

About: New & Green Baby Co was launched in Summer, 2007 by a mom who wanted make cloth diapering accessible to Vancouver families. After having her first baby in 2006, Karen Randall wanted make the environmentally responsible choice to use cloth diapers but found that, locally, there was not a lot of choice in products and a lack of support for parents new to cloth diapering. On speaking with other new mothers, Karen found that many families were interested in using a reusable diapering system but simply didn't take the plunge because they didn't know where to start and didn't know where to find easy to use, effective cloth diapers. Thus, the three pronged approach to New & Green Baby Co was born: *Learn, Try and Shop Conveniently.*

Learn – *Cloth Diaper 101 Workshops* are designed to demystify and simplify the daily use of cloth diapers and give parents a head start on succeeding with cloth diapers.

Try – New & Green's *Diaper Tester Program* enables families test a complete set of cloth diapers and all of the necessary accessories for two weeks before making their final diapering decisions.

Shop Conveniently – New & Green's web store is open 24/7 allowing easy and convenient shopping access to busy working families and creating easy shopping opportunities for families with children – no need to pack up the children into the car during daytime hours that could be spent playing!! Our webstore is open to all Canadian families. Our cloth diapers have shipped as far as the NWT's and Nova Scotia.

Contact:

Karen Randall, Founder of New & Green Baby Co, has worked with babies and families for the past 8 years in the health care field. New & Green Baby Co has afforded Karen the opportunity to continue her passion of working with families and her love of teaching and sharing information to help people reach their own goals.

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Why Cloth Diapers? More and more parents are not only carefully considering their little one's health but also the footprint that they'll leave during their product laden first years. Diapers are one product that families can make a huge difference with by choosing a greener option.

Some facts:

- Babies will use over 7000 diapers in their first three years, equal to about one ton of waste which may take up to 500 years to degrade in a landfill.
- A family can sustain their baby's diapering needs with 24-40 cloth diapers for this same three year period.
- Cloth reusable diapers are now made with eco-friendly fibres such as hemp and bamboo and have been designed to be breathable and have "stay dry" layers next to baby's skin.
- Disposable diapers take about 70% more energy & resources to produce than cloth diapers.
- Cloth diapers do not have any potential chemical or toxin exposure, unlike disposables which may expose babies to dioxins, super absorbent poly.....and chemicals inherent to plastics and fragrances.
- Washing cloth diapers at home for one week uses about as much water as flushing your toilet four to five times per day that same week.
- Families can save well over \$2800 by choosing cloth reusable diapers.
- For a cost comparison of available diapering choices, click [here](#).

FAQs From Parents New to Cloth Diapering:

How many diapers do I need for a newborn?

For a full time cloth diapering, we recommend 24 diapers for a 2 day supply.

What else do I need?

A wet proof fabric diaper pail liner, a diaper tote for out and about, reusable cloth bum wipes and detergent. There are other accessories to consider, but these are the essentials.

What about a diaper pail?

Visit your local department store to find a garbage pail with a lid that suits your space. Nothing special required.

How do I deal with the poop?

Breast milk poop is washable. If your baby has a breast milk poop, just toss the diaper in the pail with the others and into the wash on wash day. If your baby is taking some formula milk, you can use flushable biodegradable liners laid inside the diaper to catch the poop. When the diaper is soiled, you simply remove the liner and flush it, then toss the diaper in your pail.

How do I wash cloth diapers?

On wash day, take your diaper pail liner full of diapers to the wash, dump in the contents, then the bag too. Do a cold soak or short wash with no detergent followed by a hot wash with a reduced amount of detergent and a double rinse. There are some detergents that are better suited for cloth diapers. Everything can go on the line or in the dryer on medium heat.

Some numbers to mull over:

- **7200** diaper changes from birth to potty
- Keep **1 ton** of garbage per child out of the landfill by using cloth
- Feel good about making a dent in the **4 million** diapers thrown away everyday in Canada
- Only **2-3 extra loads** of laundry per week
- Water usage for home laundering diapers is equal to flushing your toilet **4-5x per day**
- **ZERO** extra trips to the store for a pack of diapers
- Help your child to **learn to use the potty earlier**
- **\$3000** to use hybrid flushable/compostable diapers
- **\$3300** to diaper in disposables
- **\$3500 – 4100** for diaper service for three years
- **\$450-1500** to diaper in cloth
- Less than **\$15** per month to launder diapers at home

Programs & Services: New & Green Baby Co offers the Metro Vancouver community two unique educational programs: *Cloth Diaper 101 Workshops* & our *Diaper Tester Program*. Both programs are designed to give families a head start in succeeding with cloth diapers. Our workshops run every week throughout Metro Vancouver, including Vancouver East and West, Yaletown, Downtown, Burnaby, New Westminster and North Vancouver. Our Diaper Tester Program offers families the opportunity to rent a complete set of diapers for two weeks to trial reusable diapers, find out what works for them and most importantly, gain the confidence that "it can be done!".

For more information on our *Cloth Diaper 101 Workshops*, click [here](#).

For more information on our Diaper Tester Program, click [here](#).

New & Green also offers a *Gift Registry* at www.newandgreen.com where families can register for their diapering system of choice and have friends and family help them get a head start on gathering their supplies. This is fast becoming a registry of choice for Moms-to-Be when planning for their baby shower.

Recent Media Coverage:

24 Hours Vancouver, January 2009 – Karen Randall was interviewed for an education article “Cozy in Cloth” which reviews modern cloth diapers, benefits to using a reusable system, costs associated with diapering a child and New & Green Baby Co.’s unique programming – The Diaper Tester Program and Cloth Diaper 101 Workshops. Click [here](#) to view the article.

CBC Living Vancouver, October 2008 – Karen Randall visits a mom of a toddler and provides an introduction to cloth diapering. Click [here](#) to view the segment.

Shaw TV’s The Express, October 2008 – Andrea Park interviews Karen Randall and prospective cloth diapering parents at one of New & Green’s Cloth Diaper 101 Workshops. Click [here](#) to view the segment.

Shared Vision Magazine, September 2008 – Karen Randall was interviewed for the story “Baby Needs a Change – One Mom’s Venture into the World of Greener Diapers”. Click [here](#) to view the article.

Products:

New & Green Baby Co. strives to source out the best Canadian and North American made diapering products available to families today. We do the research for families so they have one less worry. Our diapers are chosen for their high level of quality and functionality and also to meet the varying needs of families today. Some families prioritize organics and natural fibers next to their baby’s skin, some families prioritize convenience when it comes to diapering and some families prioritize their diaper budget. We have diapers that meet all of those needs. We also provide all the extras you need to have a successfully functioning cloth diaper system, including reusable cloth wipes and a wipes solution, cloth and baby friendly bum salve, storage sacs for dirty diapers when out and about and at home, easy ways to manage with the messy diapers and detergents that will do the dirty work!

We are always monitoring the needs of our families and bringing in products that will increase the ease of using cloth diapers and contribute to the success of our families.

I just wanted to let you know that we really enjoyed the workshop. Thanks for all your hard work - I really think you're making a difference. Michael and I had some pre-conceived ideas about what environmentally friendly actually meant and what the costs would be and you answered all of our questions with great confidence and knowledge without being judgmental.

Kind regards - and thanks again!

Sandra

Some examples of our product lines include soft, eco-savvy bamboo and hemp diapers, easy to use all-in-one diapers, diapers that grow with your baby from birth to potty, funky print diaper covers to go over the hemp & bamboo diapers and handy storage sacs to keep the dirty diapers in when you're on the go and when you're at home. New & Green is an A to Z cloth diapering store where you can purchase everything you need to successfully cloth diaper your child.



I just wanted to let you know that the Super Brite Diaper Covers are really great. And they are so funky!!

I also wanted to let you know that this system is SO much better than the diaper service diapers. Had I known this when we were starting out nearly 8 years ago, I would have gone with wash-your-own-cloth. It is just not a big deal, and the prefolds are great. (We have a couple of pocket diapers for the diaper bag...much easier on uneven surfaces) We are very impressed, and as a veteran Mum, I feel like I've seen a lot of baby stuff come and go. I would highly recommend cloth to anyone just starting out.

Rachael

A Day in the Life of a Cloth Diapering Mama....Laundry Day

It's diaper laundry day, two days after the last one. This is the only laundry that needs doing today – pheee-ew.

I hear again and again from well intentioned mamas out there when they are considering cloth diapering.... “but what about the laundry – it *must* be SO much extra work!”

Actually – it isn't.

So here goes....

It's first thing in the morning. Ella is awake and happy. I put her down on her play mat and grab the laundry bag full of diapers (she is still pre-mobile at this point). I use a Monkey Doodlez Pail liner inside my diaper pail. I run it downstairs – nope – no drips or leaks on the way down and no clothes peg required for my nose. Washer gets opened and I dump in the diapers, wipes, our out and about wet bags, covers and then the pail liner in last. A squirt of hand sanitizer gel, rub rub, and the washer get started. I run a cold soak/rinse cycle – plain water.

Well, breakfast is eaten (I had toast, Ella had mama's milk) and I've just gotten her into the stroller to head up to yoga. I run downstairs and turn the washer on to a hot wash/cold rinse extra long cycle and toss in 1 Tablespoon of Wonder Wash laundry detergent. Oh – I put the water on the highest level so that the diapers have lots of room to agitate. Off we go for yoga.

We get back. I'm feeling great; Ella's looking for some milk and a nap. We both have something to eat, she goes down for a nap and I toss the diapers in the dryer. Covers and tote bags go on top laid flat to air dry. My diapers are allowed in the dryer for 80 minutes only (one cycle) – a rule I made up so that I don't run the dryer a bunch of times. If they are still damp, they get hung to air dry the rest of the way. Most dry just fine in that time or less. Some of my natural fiber diapers take a bit longer. Sometimes I use a fluffy dry towel and my Nellie's Dryer balls. This combo seems to speed up the drying process.

80 minutes later....Ella is still napping (woohoo!) and I hear the dryer finish. In five minutes flat, the diapers are out and folded and up to her room. I still have to stuff the pocket diapers but that should take all of about 5 minutes more.

DONE. Fresh, warm diapers for Ella to change into when she wakes from her nap. Mmmmm, sounds lovely. All done from the comfort of my home. No running out to the store to buy diapers or wipes in the drippy rain today!

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