

The Clean Green Nappy Machine

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Cost of nappies...

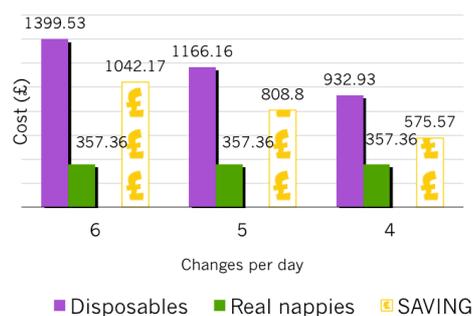
...real nappies could save parents almost £1200 on the cost of keeping a baby in nappies.

We have updated our information sheet to include recent price increases in both real and disposable nappies, and more up-to-date laundry methods and equipment.

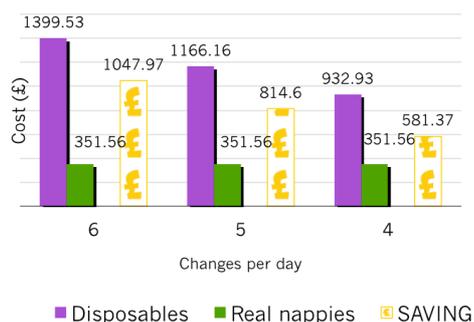
Cost of Terry nappies vs disposables



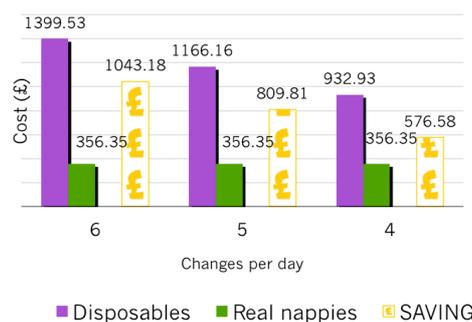
Cost of Bamboozle Stretch nappies vs disposables



Cost of Pop-in nappies vs disposables



Cost of Fuzzibunz nappies vs disposables



Assumptions

Paediatricians recommend that babies' nappies are changed after every sleep and feed. This works out at an average of six changes a day as suggested by paediatricians Miriam Stoppard and Dr Christopher Green. ⁱⁱ

The average price per disposable nappy is 23.3p. This is based on our research conducted in February 2013 which took the average of all products available online for the major four supermarkets – Sainsburys, Tesco, ASDA and Waitrose of both branded and own brand nappies. Our research found the average price of branded nappies to be 23.3p per nappy, and an average of 12.6p per nappy for own-brand. As branded nappies hold 92% of the marketⁱⁱⁱ, we are using these figures for our comparison.

With six changes per day at 23.3p per nappy this equates to an average cost of £9.79 per week, £42.41 per month and an overall spend of £1399.96^{iv} over 33 months.^v

Real Nappies

Real Nappies vary in their cost depending on the style chosen. You can buy all the nappies, wraps and fastenings required for 33 months from us for under £80. The same amount of money would only buy 8 weeks of disposables.^{vi}

Terry nappies	Price	Quantity	Total
Junior Joy Terry Nappies	Pack of 12	2	£25.18
Blueberry one-size wrao	1	4	£49.20
Nappi nippas	Pack of 3	1	£3.80
Total			£78.18

Tots Bots Bamboozle Stretch Nappies	Price	Quantity	Total
Birth to potty pack - 20 nappies, 8 wraps	1	1	£236.00
Total			£236.00

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Pop-in Birth to potty kit	Price	Quantity	Total
Birth-to-potty kit	1 £229.99	1	£229.99
Total			£229.99

Fuzzibunz one-size elite pocket nappies	Price	Quantity	Total
Nappies - one-size - birth to potty kit	1 £234.99	1	£234.99
Total			£234.99

Washing Machine

The average lifespan of a washing machine is 9 years.^{vii} The average price of washing machines including washer/dryers for Jan – Dec 2005 is: £295.60^{viii}. Therefore: Depreciation based on 30% use of a machine to wash nappies over 2.5 years, where the machine has a life expectancy of nine years: $(£295.60 \times 2.5/9) \times 30\% = £27.09$

Washing Powder

We recommend using Rockin Green laundry detergent, which costs £13.94 for the standard formulation, and washes 90 loads, meaning a cost per load of 15.5p. Average number of washes for real nappy use is 2.8 per week over 143 weeks or 400.4 washes. $400.4 \times 15.5 = £62.00$ £62.00 over 33 months

Electricity

We recommend a 60°C wash. NHS guidelines suggest only 65°C for hospital disinfections cycles, if the temperature is maintained for 10 minutes, or 71°C if maintained for not less than 3 minutes.^{ix} The energy consumption for different energy rated washing machines for a 60°wash is shown below^x:

kWh per cycle/Energy Rating	A	B	C
60°C wash	0.94	1.12	1.23

More recent information than a report dated 2008 is not available, however the National Energy Foundation state that in broad terms, an A+++ machine will use around two-thirds of the energy of an A-rated one, giving kWh per cycle of 62. The average unit cost for electricity for 2012 is 13p per kWh.^{xi} Therefore, based on an A+++ energy rated machine, a load of nappies washed at 60° uses 0.62kWh and costs 8.06p. Average washes per week is 2.8, giving a weekly cost of 22.6p.

$2.8 \times 143 \text{ weeks} \times 8.06\text{p} = £32.27$.

Overall laundry costs

Washing machine depreciation + detergent + energy = £27.09 + £62.00 + £32.27 = £121.36 over 33 months

Overall cost of home laundered nappies over 2.5 years

Terry nappies	£78.18 + £121.36	£199.54
Tots Bots Bamboozle Stretch	£236.00 + £121.36	£357.36
Pop-in New Generation	£229.99 + £121.36	£351.56
Fuzzibunz one-size elite	£234.99 + £121.36	£356.35

Branded Disposable Costs

£1399.96 @ 6 changes a day^{xii}

£1166.16 @ 5 changes a day^{xiii}

£932.93 @ 4 changes a day^{xiv}

i The information in this document is adapted from wen.org.uk – we have merely substituted our own costs for the examples they used.

ii Dr Christopher Green, Babies! A Parents' Guide to Enjoying Baby's First Year, Simon & Schuster 2002. Stoppard, Miriam, New Babycare Book: A Practical Guide to the First Three Years, Dorling Kindersley.

iii Mintel International Group Ltd. [04-2004] Nappies and Baby Wipes - UK

iv £1166.16 based on 5 changes over 33months at average 23.3p per nappy, £932.93 for 4 changes.

v 33 is the average current age of potty training. This is contentious, because disposables are thought to have increased the age at which children are potty trained, and it is therefore hard to get figures. We have taken this from a paediatrician, Dr Christopher Green, who was quoted on the Tesco Babyclub website http://www.tesco.com/babyclub/you_and_your_baby/18_to_24_months/potty_talk.page. It is also a rough average of the research we conducted.

vi At an average six changes per week at 23.3p per nappy: $23.3\text{p} \times 6 \text{ changes/day} \times 7\text{days/week} \times 7.98 \text{ weeks} = £78.09$

vii Sheffield Hallam University and National Energy Foundation (February 2006).

viii GFK Marketing Services Ltd

ix HSG(95) 18 – NHS Laundry Guidelines

x According to the Government's Market Transformation Programme sourced from National Energy Foundation at: <http://www.nef.org.uk/energysaving/labels.htm> (updated: 13 July 2008)

xi Department for Business Enterprise and Regulatory Reform https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/49373/qep223.xls

xii $23.3\text{p} \times 6 \text{ (per day)} \times 7 \text{ (per week)} \times 143 \text{ weeks} = £1399.96$

xiii $23.3\text{p} \times 5 \text{ (per day)} \times 7 \text{ (per week)} \times 143 \text{ weeks} = £1166.16$

xiv $23.3\text{p} \times 4 \text{ (per day)} \times 7 \text{ (per week)} \times 143 \text{ weeks} = £932.93$