

## **Bambino Mio scoops green baby award 2012**

**London, 26th March 2012** An award winning manufacturer of reusable nappies and associated products was honoured as the country's favourite eco-friendly family brand, sponsored by Environmental Business Products, in the Tommy's Let's Get Baby Friendly Awards 2012.

Bambino Mio was recognised for an environmentally friendly product range which includes reusable nappies, potty training range, swim nappies and accessories – all with the aim to provide parents with products that surpass expectations, which are affordable and also more environmentally friendly.

Bambino Mio have recently launched a new all-in-one nappy, the Miosolo, which sits alongside their award winning two-piece nappy. The Miosolo reusable nappy has been designed for parents who do not want to compromise on quality or performance but still desire the ultimate convenience. The Miosolo is very easy to use and benefits from a stay-dry inner layer as well as a highly absorbent pull-out core. This nappy is also one size and will grow with baby from birth up to potty training age.

The Let's Get Baby Friendly Awards, run by pregnancy charity Tommy's and voted for by parents across the UK, aim to improve the standard of products and services on offer to the UK's mums and dads, through recognition of the best on offer. Although the awards have been running since 1995, this was the second year that a specific 'green' category had been included.

Guy Schanschieff, who created Bambino Mio with his wife Jo, and Genevieve Rule, Marketing and Communications Manager collected the 'Green Award' from Allison Parkes, PR and Communications Manager at Environmental Business Products, and Kirsty McCabe, best-known for her work as part of the Daybreak team, presenting the weather bulletins.

Guy Schanschieff, Founder and Managing Director of Bambino Mio commented, "We are delighted to have won The Green Award at this year's Tommy's Let's Get Baby Friendly Awards. Tommy's is a very worthy charity, we are honoured to receive this acknowledgement for our

achievements and it's great to see a company with likeminded environmental ethos sponsoring the award too. This award comes at a perfect time as Bambino Mio celebrate their 15th anniversary this year!"

Patrick Stead said: "Bambino Mio is living proof that babies and environmentally friendly behaviour can go hand in hand, which is what this Green Award is all about. Congratulations to Guy and his team – they are deserving winners in a well-supported category that attracted some fantastic entries."

"It's great that environmentally-friendly behaviour is being encouraged and supported through the Let's Get Baby Friendly Awards and we were delighted to be the Green Award's sponsors. People want the best for their children and that includes ensuring they grow up in an unpolluted, sustainable and eco-friendly environment whilst behaving in an environmentally responsible manner in order to achieve this."

Environmental Business Products has a long association with Tommy's, and to-date has donated over £880,000 to support the charity's core aims of researching pregnancy problems and providing information to parents.

## **ENDS**

*Photo caption: Kirsty McCabe, Genevieve Rule, Guy Schanschieff and Allison Parkes (from left to right) at the Tommy's Awards with their 'Green Award' sponsored by Environmental Business Products*

### **About Environmental Business Products**

Environmental Business Products is Europe's largest collector and remanufacturer of used inkjet cartridges. The company pioneered the green industry of collecting, cleaning and refilling empty ink cartridges and has diverted at least 50m inkjet printer cartridges from needlessly being sent to landfill. The process of remanufacturing can be repeated up to six times depending on the cartridge type and condition. Product unfit for remanufacturing falls within the company's green ethics policy of 'zero landfill' and is recycled in the traditional way.

EBP pioneered many different printer cartridge collection and retrieval schemes and was the first company to link charities and their donors to recycling schemes such as *Each One Counts* ([www.eachonecounts.co.uk](http://www.eachonecounts.co.uk)) and *Support Your School* ([www.supportyourschool.co.uk](http://www.supportyourschool.co.uk)).

For more details, visit [www.ebpgroup.com](http://www.ebpgroup.com).

### **Bambino Mio**

In 1997 Guy and Jo started to sell reusable nappies and associated products directly to parents through mail order, starting by advertising in a few magazines. Thus Bambino Mio was born.

Fast forward 15 years, a wedding, 3 children, an MBE, 40 awards and 70 countries; Bambino Mio is the largest and most accessible reusable nappy brand in the world. Bambino Mio may have grown in size but the core family values remain the same, to manufacture high quality, simple, reusable nappies and associated products and make them accessible and affordable to all.

Guy is also heavily involved in the Nappy Alliance which he founded in 2003 and holds the position of Chairman for the Alliance. The Nappy Alliance brings together manufacturers and distributors of reusable nappies under one body to represent the industry, dealing with political affairs and campaigning to both central and local government.

Guy has also been awarded an MBE in the 2011 New Year Honours List for his services to business. For more details, visit [www.bambinomio.com](http://www.bambinomio.com)

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