



Transitioning to Today's Diapers

*What it means for profits, people and planet to make
a positive conversion and embrace new diapers*

Outline & Learning Objectives

- Misconceptions and the Reality of cloth diapers
- Where cloth diapering stands today and why?
 - Why parents choose cloth
 - What they really are
- Guidelines for cloth diapers
- Providing Cloth Diapers as a center & how converting will create a positive impact on:
 - THE CENTER through a new profit category and marketability opportunity
 - THE STAFF through less smell, less mess and less hassle
 - THE PARENTS through cost savings and tax deductions
 - THE BABIES through less diaper rash and earlier potty-training
 - THE LOCAL COMMUNITY through new revenue for another local small business (diaper service or commercial laundry provider)
 - THE MUNICIPAL LANDFILL through waste reduction
- A Day at the Center with Cloth Diapers
- Grant Opportunities

The Real Diaper Industry Association



We are a 501(c)(6) nonprofit trade association focused on advancing, networking and promoting the cloth diaper industry

Members of our association include all Manufacturers, Retailers and Diaper Services who produce, sell or launder real diapers. Also, any company, individual, or organization that would not otherwise qualify for membership but supports the basic purpose and principles governing RDIA is eligible for membership.

Your Presenter



- Current Chair of the RDIA
- Have owned/operated a diaper service for over 8.5 years
- 100% cloth diapered 2 kids while starting and running 2 companies
- Providing diapers to two centers for 2.5 years
- Worked with a commercial laundry contractor in the past
- Owns/operates a retail boutique focusing on natural living
- Has diverted thousands of diapers from local landfills and helped cloth diaper hundreds of children

What the PERCEPTION of cloth diapering is

THE PREJUDICE AGAINST CLOTH DIAPERS

Are these Cloth Diapers?



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