

October 2, 2009

## **The ingenious bumGenius wins even more GOLDS!**

Filed in ConsumerEnvironmentalAwards Events on October 2, 2009

bumGenius, Europe's leading real nappy distributed by Newry company Baba Me, has just won GOLD at the Practical Parenting and Practical Pre-School Awards this week. The hugely successful nappy range picked up two gold awards for the category of 'best reusable nappy'.

It's no surprise that parents everywhere are making the switch to bumGenius. The nappies significantly reduce landfill waste and take the pressure off your pocket! According to Go Real - the real nappy information service - parents using real nappies over disposables can save up to £500!

Cotton Babies, the manufacturer of bumGenius, have worked very hard to put reusable nappy myths to bed! There's no complicated folding, pinning or assembling. They are ultra absorbent, enviably trim and come in a range of cool contemporary colours.

Testers for the Practical Pre-School Awards raved about bumGenius saying, "I strongly recommend them. The company has poured a lot of thought into the... aftercare of the bumGenius and I can't think of a more appropriate name. Brilliant, brilliant, brilliant!"

Commenting on the recent win, Maebh Collins, Director of Baba Me, said "I am absolutely thrilled about the news of the gold awards! They are a testament to the continual developments made by bumGenius who reinvent the reusable nappy market with their cutting edge design and easy-to-use products."

BumGenius nappies can be purchased in Ireland from [www.thenaturalbabyresource.co.uk](http://www.thenaturalbabyresource.co.uk) also based in Newry.

-ENDS-

For further information, including images and logos, please contact:

Niamh Haughey  
[niamh@babame.com](mailto:niamh@babame.com)  
+44 (0)2830 848 050

Websites:

[www.babame.com](http://www.babame.com)  
[www.bumgenius.com](http://www.bumgenius.com)  
[www.thenaturalbabyresource.co.uk](http://www.thenaturalbabyresource.co.uk)