



Aussie company cleans up nappy fallout

Sydney, Thursday 14 October, 2010: With Australians disposing of enough nappies to fill the Melbourne Cricket Ground three times over every year, today's launch of the world's first 90 per cent biodegradable nappies is a significant step forward in addressing Australia's landfill problem.

Launched at Baby Kingdom today, the Little Takas 90 per cent biodegradable nappy range has been independently tested in accordance with Australian Standard AS4736-2006 biodegradable plastics.

Unlike conventional disposable nappies which can take more than 100 years to decompose in landfill sites, Little Takas nappies are made from viscose and corn based fibre which will decompose in as little as 6 months in an aerobic environment.

According to Little Takas ambassador and swimming great Elka Whalan (nee Graham), the Little Takas nappies combine all the performance benefits of traditional nappies without creating a pollution nightmare.

"In preparing for my daughter Nevada's arrival, I was alarmed to read that regular disposable nappies can take more than 100 years to decompose. And with newborns going through 6 to 8 nappies a day, that's one billion nappies, *enough to fill more than 2,000 Olympic sized swimming pools*, ending up in land fill each year in Australia.

"Initially I looked into cloth nappies as a green alternative but when you consider the energy and water required to wash the nappies, the environmental benefits seemed minimal. Then I discovered *Little Takas*. The all natural fibres are so soft against Nevada's skin, are super absorbent and highly breathable. They are good for Nevada and good for the environment".

Speaking at the launch in Sydney, Sylvia Tulloch, chairman of EcoQuest Limited who developed the nappy range said: "As is always the case when commercialising breakthrough clean, green technologies, it was a tough road to get to where we are today. But it's a road worth taking.

"The Little Takas nappy range is an Australian first and a success story that can and will enable us to better manage our environmental responsibilities," Mrs Tulloch added.

Little Takas nappies are available in stores across Australia from today and online at www.littletakas.com.

-ENDS-

Note to the editor:

Images of the Little Takas product range and Little Takas ambassador Elka Whalan are available for publication on request.

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About Little Takas:

- Little Takas nappies are available in four sizes and cost \$19.95 for any size packet which contain from 28-36 nappies
 - Up to 5kg Newborn
 - 4 – 8kg Infant
 - 6 - 11kg Crawler
 - 10 – 15kg Toddler

- The nappies are available to purchase:
 - Online at www.littletakas.com
 - **Baby Kingdom** stores in NSW and online nationally at www.babykingdom.com.au
 - **Progressive Supa IGA** stores in Western Australia.
 - **Farmer Jacks Foodworks** stores in Western Australia.
 - **Drakes Supermarkets** in South Australia and Queensland
 - **Foodland** supermarkets in South Australia
 - **IGA** supermarkets Nationally
 - **Romeos chain of IGA and foodland stores**
 - **SA commercial group**

About Nappies and the Environment

- A conventional disposable nappy, which uses oil based film for the waterproof layers, takes more than 100 years to decompose in land fill sites.
- *Little Takas* nappies are 90% biodegradable because they use polylactic acids which are derived from renewable sources such as corn starch.
- *Little Takas* baby wipes are made from bamboo which is grown organically and is a highly sustainable crop.
- By using *Little Takas* nappies, parents are helping to care for their environment and making a better future for their children.

About EcoQuest

EcoQuest Limited (ASX: ECQ) is a globally focused clean technology business listed on the Australian Stock Exchange (ASX: ECQ) and traded on the German Third Market. For more information about EcoQuest visit its corporate website at www.ecoquestltd.com