



PRESS RELEASE

'iD Comfy Junior' voted Product of the Year

Aalst-Erembodegem (Belgium), February 20, 2019 – Ontex Group NV ("Ontex") is proud to announce that their iD Comfy Junior pants, an absorbent solution for night and day time wetting among children, is elected as 'Voted Product of the Year 2019' by Belgian consumers. This acknowledgement rewards the continuous investment in innovation at Ontex and recognizes the company's strong commitment to boost the confidence of children who suffer from bladder control issues.

Voted Product of the Year is the world's largest consumer-voted award for product innovation. The label awards consumer packaged goods that demonstrate innovation. This year, Ontex's iD Comfy Junior product won the prestigious award for its children night pants range. Within this competition the products are first rated online by consumers on three different criteria: attractiveness, perceived innovation and intention to buy. As a second step, the products were tested in real use by Belgian consumers. iD Comfy Junior came out as best of the test.

"Winning Voted Product of the Year for iD Comfy Junior confirms the trust placed by the consumers and rewards our research in finding a tailored solution for children with bladder control issues, aged between 4 and 15. It is this trust that motivates us to continuously strive and deliver high quality solutions that bring comfort and dignity to our consumers.", says **Charles Bouaziz**, CEO of Ontex.

Absorbent underwear for children

iD Comfy Junior was launched on the Belgian market in the beginning of 2018 and offers a discreet and comfortable solution for children aged between 4 to 15 years who are suffering from night and day time wetting. **Xavier Lambrecht**, President of the Ontex Healthcare Division, explains: *"In the absence of a dedicated range for children with bladder control issues, parents had to rely on baby diapers or adult incontinence products for their children. With iD Comfy Junior, we offer a complete solution to help children and their parents manage these issues."*

Research¹ shows that bladder control issues with children and teenagers have an important impact on their psychological wellbeing. They feel embarrassed and tend to isolate themselves, which can lead to a lack of self-confidence. The issue also affects the relationship between children and their parents, who often feel powerless or frustrated. More than half of the parents also limit their child's social activity, for example during school trips.

To allow children to regain confidence and continue their active lives, the complete solution from iD has been designed to look and feel like underwear instead of a diaper, and at the same time offering fast and reliable absorption capacity. iD Comfy Junior offers security, discretion and comfort, but most importantly maintains the dignity of the child.

¹ Sources include:

<https://academic.oup.com/jpepsy/article/32/5/605/929318>

<https://www.myvmc.com/lifestyles/impact-of-bed-wetting/>

Ferring Pharmaceuticals report 2011

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About Ontex

Ontex is a leading international provider of personal hygiene solutions, with expertise in baby care, feminine care and adult care. Ontex's innovative products are distributed in more than 110 countries through Ontex brands such as BBTips, BioBaby, Pompom, Bigfral, Canbebe, Canped, ID and Serenity, as well as leading retailer brands.

Employing 11,000 passionate people all over the world, Ontex has a presence in 21 countries, with its headquarters in Aalst, Belgium. Ontex is part of the Bel20 and STOXX® Europe 600.

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