

## Ontex supports Woosh to make diaper recycling a reality in Belgium

- Startup company Woosh now collects 7 tons of used diapers per week from more than 5,000 children in over 200 day care centers
- Woosh aims to add 40 daycares to its network every month in 2022
- Ultimate goal is to create favorable conditions for first diaper recycling facility in Flanders region of Belgium

**Aalst, Belgium, May 30, 2022** – Ontex Group NV continues to provide recyclable diapers to support Woosh, a Belgian startup that aims to make diaper recycling a reality in Ontex' home country. Ontex helped launch the startup and continues to support the company with products and expertise as it grows.

Woosh now delivers recyclable, disposable diapers and collects used diapers from more than 200 day care centres in Belgium with more than 5,200 children and plans to expand the service to more than 1,000 day care centres by 2024. Together with waste companies Woosh aims to set up the first diaper recycling facility in Belgium.

“At Ontex, we aim to reduce our environmental footprint throughout our value chain. Diaper waste is the critical point in the value chain that we need to address, including in our home country Belgium. That is why we helped to launch Woosh and support it”, said Joel Santos, Vice President, Strategy, Ontex.

“We have made it our mission to make diaper recycling possible by providing enough critical mass of used, recyclable diapers to recycling companies,” said Jeff Stubbe, co-founder of Woosh. “Our service to day care centres started in Mechelen and has since expanded to all 5 provinces of Belgium’s Flanders region.”

### First diaper recycling site in Belgium

The collection of used diapers is the first critical step in establishing the process for large-scale diaper recycling. Together with waste management partners willing to invest, Woosh wants to set up the first diaper recycling plant in Belgium. The diaper waste will be recycled into new raw materials. Until critical mass is reached the diapers will be collected and incinerated. “We want to move from incineration to diaper recycling as quickly as possible and are working with several partners, including the government, to make this happen”, said Jeff Stubbe.

### Positive step to reducing waste

“This project contributes to the ambitions to make Belgium and the Flanders region a recycling hub on a European and global level. In addition to asbestos waste and plastics, diaper waste is a priority for the Flanders Region,” said Jeff Stubbe. “The response from day care centres has been positive. “Thanks to Woosh's service, we always have a sufficient number of quality diapers and do not have to ask parents to bring their diapers. It's also nice to be able to contribute, knowing that our used diapers are collected with the aim of recycling disposable diapers in Belgium,” said Romina, manager of the day care center *De Engeltjes* in the city of Oudenaarde.

### Carbon emissions

Ontex collaborates with Woosh and other recycling companies to make its diapers more recyclable. Ontex supplies recyclable diapers from its Little Big Change subscription brand to Woosh, which handles distribution. Through the project Ontex also aims to reduce its Scope 3 emissions by replacing incineration of used diapers with the reuse of raw materials. The company aims to be carbon-neutral (scope 1&2) by 2030 and has reduced it's Scope 1 & 2 emissions by more than 40% between 2020 and last year.

Video Woosh and Ontex: <https://youtu.be/14gWwhG4pxs>

<https://www.woosh.be>

<https://ontex.com/sustainability>

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## About Woosh

Woosh was founded in January 2021 in the lap of venture builder Thingit by Wouter Vandamme, Jeff Stubbe and Alby Roseveare. Together they want to make diaper recycling possible in Belgium. In addition to the partnership with Ontex, the local governing bodies also play an important role in the construction of this diaper recycling consortium.

Woosh consists of a team of 10 people based in Ghent with the ambition to fulfil the mission of making diaper recycling possible in Belgium. Furthermore, Woosh strives to be a knowledge partner enabling innovative solutions for diaper waste on an international level.

[www.woosh.be](http://www.woosh.be)

## 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 leading retailer brands, lifestyle brands and Ontex brands. Employing some 9,000 people all over the world, Ontex has a presence in 21 countries, with its headquarters in Aalst, Belgium. Ontex is listed on Euronext Brussels and is part of the Bel Mid®. To keep up with the latest news, visit [ontex.com](http://ontex.com) or follow Ontex on [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

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