



Tomme Tippee is the UK's number one brand in the baby accessories market (Source: IRI 2009) and has been trusted by parents worldwide for more than 50 years. Known for its cups and tableware, in 2006 the brand's leading position was reinforced with the launch of Closer to Nature, an infant feeding range now credited with revolutionising the way mothers feed their babies.



Market

The baby accessories market is estimated to be worth more than £150 million in the UK (Source: IRI) and encompasses everything from bibs and bottles to monitors and harnesses. It does not include nappies, wipes, toiletries, formula milk or baby food.

Tomme Tippee is the leading brand in a fiercely competitive market: it has nearly one-third of the total market share by value and volume and is growing at twice the rate of the market. The brand has more than 96 per cent distribution through all channels including specialist baby stores, nursery shops, supermarkets, independent chemists and

department stores. Internationally, it is sold in more than 40 countries.

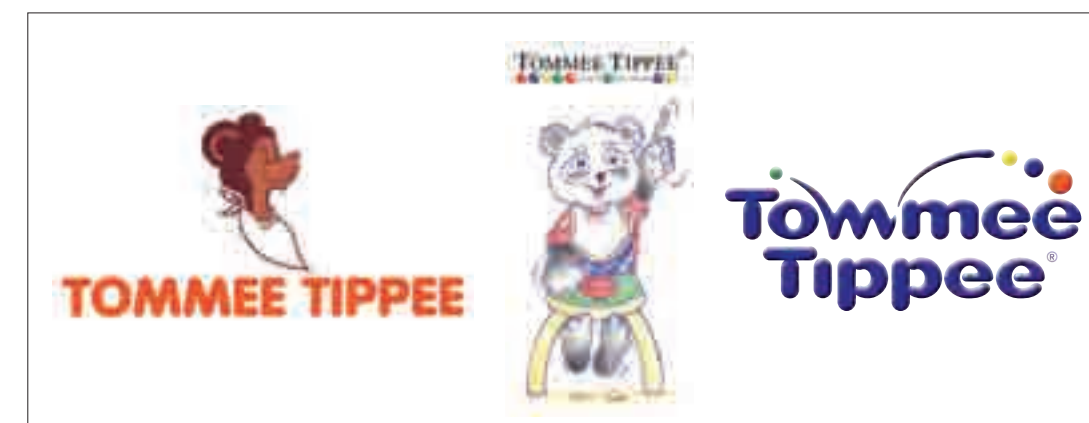
Product

There are more than 100 different products in the Tomme Tippee range, making it the only baby accessory brand to cater to parents' and children's needs from pregnancy through to the reception class gates.

The brand prides itself on its commitment to innovation and has patents in place on most products. Its offering is enhanced by a promise of quality, safety, simplicity, convenience and value. Tomme Tippee was the first to introduce a non-spill cup

in the 1980s (Sip 'n' Seal); a groundbreaking bottle which babies could hold themselves (Nipper Gripper); and a teether filled with purified water that can be cooled to provide effective relief from the discomfort of teething and which is still on sale today.

In recent years, significant additions to the product portfolio have included the Closer to Nature range and Sangenic, a patented nappy disposal system. Closer to Nature products have been specifically designed to mimic the natural flex, feel and movement of a mum's breast, making it easier for her to combine breast and bottle feeding, while Sangenic hygienically and conveniently twists and



seals away the smells and germs from used disposable nappies, wrapping them individually in antibacterial film.

Achievements

Tomme Tippee is now the fastest growing baby accessories brand in the UK (Source: IRI) and is rated the sixth biggest baby accessories supplier globally. It is estimated that every household with a baby has at least four Tomme Tippee products.

In 2001, Tomme Tippee Easiflow became the first baby cup to be endorsed by the British

Dental Health Foundation; its natural action spout helps to reduce the potential for dental problems that are associated with other non-spill cups.

In 2006 Tomme Tippee's Sangenic system won the Queen's Award for International Trade in recognition of the outstanding growth achieved in overseas markets.

The Closer to Nature range has won Best Buy awards from all the leading parenting titles in the UK including the Mother & Baby Gold Award for the Best Bottle in 2006/07 and 2008/09. Also in 2008, Closer to Nature soothers were added to the range. Designed by a leading paediatric dentist, the soothers support healthy oral development.

Recent Developments

In 2009 a 'star' was born, with the launch of a new Tomme Tippee brand identity and dramatic new grey and silver packaging for Closer to Nature.

In April the brand introduced Explora, a patented range of seven cups and beakers, which take a child from early weaning through to independent, active drinking – in and out of the home.

2009 has also seen the launch of two new patented nappy disposal systems from the Sangenic stable, with Hygiene Plus and Nursery Essentials succeeding in more than 40 markets worldwide.

Promotion

Tomme Tippee is one of the key partners in the Baby Shows, a series of consumer exhibitions attracting more than 75,000 parents and pregnant women every year. The brand also works closely with the top parenting titles and employs a practicing midwife as its health liaison manager, enabling a strong relationship with health professionals directly involved with the care and welfare of newborn babies.



Brand Values

With a range stretching from pregnancy to toddler, Tomme Tippee aims to make it easier for parents to do what's best for their children.

Tomme Tippee's established reputation and continuing commitment to quality and innovation ensures that brand loyalty is passed not only from generation to generation, but also from mum to mum.

Social responsibility is important to Tomme Tippee and as a result, the brand donates products to support vulnerable communities at home and overseas, such as Women's Aid refuges, feeding projects in Africa and orphanages in Romania.

tommeetippee.com

Things you didn't know about Tomme Tippee

Tomme Tippee's first product was a weighted base cup, so named because it didn't tip over.

Its Sangenic products wrapped up more than 350 million nappies in the UK and Europe in 2008.

In the UK in 2008, a Tomme Tippee product was bought on average every three seconds and Closer to Nature bottles delivered 861 million feeds.

On average, every household in the UK with a child under two owns more than 15 Tomme Tippee products (Source: IRI April 2009).



1965	1985	1986	1988	1995	1997
Manufacturing rights are acquired for Tomme Tippee baby products in the UK and Europe.	Tomme Tippee moves into headquarters at Cramlington, Northumberland.	Tomme Tippee introduces Pur, the first silicone teat, to the market.	Sip 'n' Seal, the first non-spill baby cup, is launched.	Maws, one of the oldest names in British baby care, becomes part of the Tomme Tippee stable.	Tomme Tippee buys Sangenic – a patented nappy disposal system.

2001	2006	2008	2009
Easiflow cups are introduced to the UK market.	The launch of Closer to Nature changes the face of newborn feeding through radical product innovation.	The Closer to Nature bottle wins the Mother & Baby Gold Award for Best Bottle for the second time.	Tomme Tippee's new 'star' brand identity is introduced and Explora – a new drinking system for babies and children – is launched.