

Kela – The Social Insurance Institution of Finland
Press release
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New maternity package continues eco-friendly theme

As a new environmentally friendly feature, the 2010 maternity package comes with reusable nursing pads. Like last year version, the maternity package again includes reusable rather than disposable nappies. Some of the textiles have been made with organic or recycled materials.

Distribution of the new package will begin in mid-May once stocks of the 2009 package run out. The new maternity package is again a little more eco-friendly than its predecessor. This year's new addition are reusable nursing pads. They are made from microfibre that is breathable, feels soft to the skin, and can be washed at 60 degrees Celsius. The inner layer is made from moisture-absorbent, antimicrobial fabric. The 2010 maternity package features organically produced fabrics wherever possible. The use of recycled materials is another sign of its eco-friendly theme. The snowsuit included in the package has an outer shell made from 47-percent recycled polyester that is water and dirt repellent. Featuring an elephant motif, the light grey snowsuit has an inside lining made from soft cotton and is accompanied by winter mittens and boots. The winter hat included in last year's package has been replaced with an off-white wool cap. For the fourth year running, the maternity package includes a set of reusable nappies. Disposable nappies were left out of last year's package but based on customer feedback, one of the reusable nappies was this year replaced by an all-in-one, ready-to-use nappy.

Listening to customer feedback

New to last year's maternity package, the knitted overall in a wool blend has garnered positive feedback from customers. The overall now comes in grey and is colour-coordinated with the snowsuit. Most of the items in the maternity package feature neutral colours, but there are some brighter splashes of colour, like the Aurinkoleijona playsuit that has a warm yellow tone. The contents of the maternity package are selected by the Maternity Grants Advisory Council based on submitted tenders. The tender process is guided by the general terms and conditions applying to public procurement. Selection is based on such criteria as quality, usability and price. The Advisory Council takes customer feedback into consideration when making its selections. For example, the light-weight padded overall was brought back as a result of customer feedback.

The basic selection of products in the maternity package is largely the same as in last year's version. The package includes such items as a playsuit, a snowsuit, bodysuits, romper suits, stretch suits, caps, mittens, socks, a bath towel, an undersheet, a duvet cover, a blanket, a sleeping bag/quilt, gauze, a set of cloth nappies, a mattress, a changing pad, a bib, a bath thermometer, a hairbrush, a toy, a picture book, nail scissors, skin cream, sanitary towels and condoms. It is put together and sent to customers by Reima Oy of Kankaanpää, Finland. The products in the maternity package have undergone safety testing.

The 2010 version of the maternity package will be on display over the coming weekend at the Child Fair (Stand 6 d 61).

For additional information, contact:

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For more information and pictures of the 2010 maternity package, see www.kela.fi > Families > Maternity Grant

Royalty free photo of the products included in the 2010 maternity package:
<http://www.sttinfo.fi/pressrelease/today.do> > Tiedottajat > Kela > Tietopankki > Äitiyspakkaus 2009
Please indicate the source (Kela).

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Kuvatekstit:

The new maternity package features mainly neutral colours. The selection of textiles has been increased slightly from last year.

The snowsuit, one of the most popular products in the maternity package, now comes in a light grey colour. The outer shell is made from 50% recycled material.

Most of the products in the maternity package are size 60 cm, including the overalls and bodysuit shown here.