



# Around the world in 70 countries

## CASE STUDY: FACT FILE

Issue: **Exporting & the environment**  
 Sector: **Reusable nappies**  
 Location: **Northampton**  
[www.bambinomio.com](http://www.bambinomio.com)

Guy Schanschieff (left) with Simon Laskey of Haines Watts: In the UK, Bambino Mio products can be found in leading retailers, including Boots.

**Through sheer hard work and dedication, Bambino Mio has made its mark throughout the world in the reusable nappy market.**

**A**mong the names on the New Year's Honours List was Guy Schanschieff, founder of Bambino Mio, awarded an MBE for services to business.

What's so remarkable about Guy's story is that his company is a small Northampton-based business blazing a trail in terms of exporting its reusable nappies and associated products to more than 70 countries around the globe.

Two years after setting up Bambino Mio as a mail order company, it secured its first UK national store account (Babies R Us). As the brand started to become more popular it was more important than ever to invest in marketing, as Guy explains: "The way that any business goes through peaks and troughs means that cashflow has always been the biggest challenge for our business.

"Back in 2002, the choice was either to add the brand onto other baby products, or take the reusable nappies to new markets."

Bambino Mio exhibited at the main international nursery trade show in Germany that year, where it agreed a contract with a Spanish

distributor. The following year, the company took a bigger exhibition stand and gathered interest from 40 countries.

Bambino Mio now boasts 42 international distributors covering 72 countries in total and the company recently launched in Colombia.

Last year, company turnover was £2m. Simon Laskey, Partner at Haines Watts, has advised Guy since 2000. He says export is really where the company has seen its growth and managing cash flow is key to the business: "We plan far enough ahead and make sure the bank is on board."

As Guy explains, when a business is starting out with new distributors, a lot of stock is bought at the start – and a lot of cash is tied up.

"The way we tackle it," Guy adds, "is that we have an invoice financing arrangement which acts as a control. The invoice financing funds the stock as it comes in. When the system works, the

importing funds itself. If it doesn't work, then we are not selling our stock fast enough or we are not being paid fast enough by our customers."

Bambino Mio benefits greatly from its close relationship with Haines Watts: "The bank is obviously very keen to understand the whole trade cycle and this is where Simon advises us."

As more and more parents turn to reusable nappies in the current economic climate, the reusable nappy market continues to grow rapidly, but Guy is not worried about competitors.

"We're up against the most promoted consumer product in the world and very powerful marketing departments."

Although 2011 is a busy year for Guy, he has pencilled in a date for the trip to Buckingham Palace. He says: "It's a huge honour to be included in the New Year's Honours List. This recognition is truly special."

**“We're up against the most promoted product in the world.”**