



GREEN EARTH BABY WORKS, LLC.
Bi-Weekly Diaper Service
Prepared for: Little Tree Education, February, 2013

PROPOSAL

Cloth Diaper Service for Learning Center

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SUMMARY: Cloth Diaper Service proposal for xxx daycare center in Madbury, New Hampshire. All prices are discounted for xxx daycare center only and are



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Executive Statement

Green Earth Baby Works, LLC. (GEBW) is pleased to provide Little Tree Education (the “client” or “care facility”) with this proposal for bi-weekly cloth diaper service.

GEBW is New Hampshire is an established (April 2011) woman-owned small business with retail and processing location based in Epping, NH. The boutique retail store portion of GEBW is focused on providing environmentally friendly baby and toddler products with a focus on cloth diaper and accessories. The cloth diaper laundry processing facility is located at the same premises and is a fully functional commercial laundry center that uses energy efficient cleaning with minimal use of harsh chemicals.

This proposal is designed specifically for Little Tree Education and is priced for cleaning service of “client-owned goods” (COG). The primary services provided by GEBW will be the following:

- 1) Bi-weekly delivery and pick-up of cloth diapers to Little Tree Education in Madbury, NH
- 2) Bi-weekly cleaning of soiled diapers and covers (Air drying of covers)
- 3) Diaper consultation throughout the service
- 4) Additional discounts and sales exclusive for diaper clients/parents

There are no long-term contracts beyond the month-to-month commitment.

How the Service Works

GEBW is designed to provide the most seamless and hassle-free way of providing diaper service to individuals and care providers. As everyone has different needs and circumstances, GEBW remains flexible and can work with our clients to provide them with a suitable arrangement that fits their schedule and needs. It starts with a consultation and continues for the length of the service.

The steps to get started are quick and easy:

- 1) We start with a consultation to figure out what your requirements are: size, how much, how often, any special needs and give you general instructions for use and care.
- 2) Start date, rates, and billing are setup. GEBW has provided Little Tree Education a scalable pricing and schedule based on volume in this document.
- 3) Pickup/Delivery schedule – based on route, availability and region is setup
 - a. We send the initial setup (covers, diaper bags, Snappies™, scent disks, 2 sets of diapers) of diapers and accessories – if applicable. For COG, such as with Little Tree Education, we provide any additional items needed/agreed upon.
 - b. Start and continue service weekly or biweekly depending on the arrangements made. For facilities like Little Tree Education, given the estimated volume, GEBW suggests biweekly pickup/delivery at no additional cost. Deliveries are automatic – any deviation required due to weather, vacations, etc require at least 3 days notification.
 - c. Upon finishing or cancellation of service, we pick-up the GEBW leased goods, verify that all that was leased out has been returned, and then start the account close-out process



Consultations

Green Earth Baby Works provide free consultations with participating parents and care providers at the beginning and for the duration of service. We can either set up consultation with interested parents and Little Tree staff at the Little Tree location or at GEBW retail store in Epping, NH. Special arrangements can be made for parents who chose to extend their services to their home. This service is included free of charge for Little Tree staff and parents.

Our consultants are mothers who have extensive experience with cloth diapers, how to fit them to children of all ages, and general care and practices. They will explain the diaper service in detail outlining the benefits of cloth diapering.

Consultations are free with no requirement to sign-up for service, but must be within the GEBW service area. Interested parties outside our service area will be referred, with permission, to another diaper service that does service that region. GEBW has good working relationships with many diaper services through New England and locations throughout the United States and will only refer to companies that have a good reputation.

The consultations are intended to provide:

- A thorough orientation on proper diaper use and care – if needed
- Fittings, selection of type, quantity, and size
- Scheduling and special instructions
- Address any special needs. It is GEBW policy to provide as much flexibility for our service clients as possible. We understand families and care providers have different circumstances and our job is to make your life easier, not harder.
- Setup billing
- Deliver initial startup kit – if applicable

Orientation for care facilities is generally 1-3 weeks before your start-up date. This allows GEBW to reserve and prep diapers allocated for your service.

Delivery and Pickup

Once orientation is complete and a start-date is determined, automatic deliveries and pickups will begin

In general GEBW tries to setup the schedule by region. We try to group our drivers in order to optimize fuel usage and labor – and keep everyone's costs down. For facilities like Little Tree Education, GEBW



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has considerably more flexibility since the driving distance is small and the larger volume of diapers used per week. These factors allow for bi-weekly service at various times during the week while remaining cost-effectiveness.

The general guidelines/rules for pickup and delivery service are as follows. Service for Little Tree Education may require slight variations – these will be addressed at orientation.

- Diapers and wipes should be put out in a sealed diaper bag at a designated secure pickup location at the customer's residence by 10:00 am on your delivery day (s). The drop-off location will be discussed at orientation. We prefer a shaded area away from heat, animals, etc. that could damage. Diapers should not be left out overnight
- GEBW prefers to not to leave diapers dirty for more than a week. Soiled diapers become more difficult to clean after a certain amount of time. Of course, factors such as temperature and humidity determine how long it takes before they become funky. From our experience 7-10 days is generally the limit.
- Once delivered, GEBW is not responsible for your diapers after they are delivered to your facility.
- If your diapers are not available for pick-up when we arrive, we will knock on your door to try and retrieve them. If nobody is home, we will be unable to leave your clean diapers without picking up the dirty ones. We will leave a note on your door to let you know you missed your delivery. We will contact you via e-mail you to let you know you missed your delivery, but it is your responsibility to contact us if you would like to schedule an alternate day for service. The first two missed deliveries are on us. We are happy to cover a couple of extra trips, however, due to gas pricing and employee compensation, there will be a \$5.00 to \$10.00 charge assessed if this happens more than twice depending on the driving distance (and on every subsequent missed delivery).
- We can offer a reduction in cost if clients chose to drop-off their diapers to our Epping Store. This can be discussed at orientation or at any time during the service. Often, clients who forget to leave their diapers out will often bring their diapers directly to us or setup a time to meet our drivers during the week.
- If you choose not to schedule an alternate day for pick-up and delivery service, let us know and your service can be paused and you will not be charged for the week on your first two missed deliveries. We are happy to cover a couple of extra trips, however, due to gas pricing and employee compensation, there will be a \$10.00 charge assessed if this happens more than twice (and on every subsequent missed delivery).
- For major holidays, we will let you know our schedule a week or two in advance. For example, if Christmas Day falls on your delivery day, we will probably make arrangements to pick-up your dirty diapers the following day.
- For inclement weather, you can assume we will be making our deliveries as usual unless you hear from us.
- All non-standard deliveries (i.e. not your delivery day) will incur a \$5.00 delivery charge.

GEBW Cleaning Facility



GEBW's laundry facility supports local diaper delivery serve that extends to locations in New Hampshire, Maine, and Massachusetts. GEBW carbon/ecological footprint are very small despite the large delivery coverage area and volume of laundry we do. Disposable cloth diapers are remaining in landfills for lifetimes and introduce and use chemicals and material that are not re-purposed. In fact, the cloth diaper service is comparable or has a smaller ecological footprint that a home cloth diaper user who washes their own.

Here are some facts:

- We wash with a combination of consistently safe detergent and natural chemicals that help prolong the use of the cloth diapers
- We wash in large batches. Bear in mind that the system of washing GEBW allows us to track whose diapers are leased to whom – for individual clients. For groups and larger facilities we can separate, but it is more practical to group them. We do not mix diaper loads for different facilities or for customers with COG. COG often require different cleaning formulations.
- Our commercial washers use less chemicals/detergent and 10x less water
- Our commercial washer extractors and large capacity tumbler dryers use less electricity than home versions. GEBW uses a high-end commercial extractor that is tuned for this purpose
- GEBW uses an energy efficient tank-less on-demand hot water heater that minimizes gas and wasted energy.
- Our delivery routes are broken into regions and local drivers are used as hubs. This minimizes driving time and fuel usage. To put things in perspective, we drive less in one week than most people in New Hampshire driving to work every day.

Use and Care of Diapers

GEBW has outlined the minimal requirements general use and care for diapers. These general care instructions are put in place in order preserve fiber integrity and extend the use of the diapers and wipes.

Improper use and care can result in significant damage and contamination to the diapers and wipes.

General Guidelines for Care

- 1) Do not wash or rinse the diapers yourself. Home laundering often leads to staining and can affect the absorbency of the diapers. Any damage due to home laundering will be charged to your account (\$2.00 per diaper, \$1.00 per cloth wipe, \$5.00 per doubler, \$20.00 per diaper bag).
- 2) Do not use diapers or wipes for anything but their intended purposes. In a previous experience, a husband grabbed a diaper flat and used it to clean up a spilled bottle of cod liver oil. An entire batch of diapers (exceeding \$500 USD) was ruined.

Using diapers for wipes introduce unwanted chemicals into the system and is considered a serious problem. Damage from household cleaning products or inappropriate use will be charged to your account (\$2.00 per diaper, \$1.00 per cloth wipe, \$5.00 per doubler, \$20.00 per diaper bag).



- 3) Do not use creams on children that can ruin and stain diapers. These include...
- Desitin Regular diaper cream
 - Diaper creams that contains cod liver oil or zinc oxide

For a list of cloth friendly diaper creams, send us an e-mail and we will be happy to recommend some of our favorites.

If your diapers are returned to us with stains from an unapproved diaper cream, we will e-mail you and let you know that your diaper cream is staining the diapers. A \$5.00 deep cleaning charge will be assessed the second time this happens (and on all subsequent violations of this policy).

- 4) When your baby starts eating solid food, the baby's waste will also become solid. As this happens, you are responsible for "flipping" the waste into the toilet before putting the dirty diaper into the diaper bag. There is no need to scrape, dunk, or swirl, but all solid waste must be "flipped" into the toilet.

If we notice that you are forgetting to "flip" your baby's waste before storing your dirty diapers, we will e-mail or call you to remind you of this policy. A \$5.00 deep cleaning charge will be assessed the second time this happens (and on all subsequent violations of this policy).

Rates

GEBW is pleased to present the following rate schedule specifically for Little Tree Education (Table 1 and Table 2). Prices and Rates presented in this document are conditional with the agreement that Little Tree Education use their own diapers, cover, doublers, and wipes and are only paying for diaper laundering, delivery/pickup to the Madbury location. It is expected that Little Tree Education accepts and understand the terms and policies outlined in this document.



Table 1 Rates per child for diaper service with customer-owned goods - diapers only. Based on 6 diapers per ½ day/child (Care hours)

Fitted				
Number of Children	Number diapers per day/child	Cost per day/child	Cost per 5-Day Week/child	Cost per 52 week year (5 -day weeks)/child
1 to 5	6	\$ 0.90	\$ 4.50	\$ 234.00
6 to 10	6	\$ 0.88	\$ 4.41	\$ 229.32
11 to 15	6	\$ 0.84	\$ 4.20	\$ 218.40
16 to 20	6	\$ 0.81	\$ 4.05	\$ 210.60
>20	6	\$ 0.78	\$ 3.90	\$ 202.80

Table 2 Rates per child for diaper service with customer-owned goods - wipes only. Based on 15 wipes per day/child (Care hours)

Wipes				
Number of Children	Number wipes per day/child	Cost per day/child	Cost per 5-day week/child	Cost 52 week year (5 -day weeks)/child
1 to 5	15	\$ 0.15	\$ 0.75	\$ 39.00
6 to 10	15	\$ 0.15	\$ 0.75	\$ 39.00
11 to 15	15	\$ 0.15	\$ 0.75	\$ 39.00
16 to 20	15	\$ 0.15	\$ 0.75	\$ 39.00
>20	15	\$ 0.15	\$ 0.75	\$ 39.00

Terms and Conditions

Payment Schedule

Payment for the first month of service will be collected during your orientation. The first month's service is non-refundable. Following your first month of service, you will be charged weekly and invoiced monthly. Invoices will be sent out on the first of every month (or the following business day if the first of the month falls on a weekend). Account balances must be paid in full by the 10th of every month or be subject to an additional service charge of \$0.25 per day past due.

If pre-paying for 6 or 12 months, the first 3 months are non-refundable regardless of cancellation date.

Prices are subject to change. GEBW will notify clients 60 days prior to any increases in rates. Rate increases will not exceed increases of 5% over 12 months.



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An additional fuel charge will be added to diaper service clients outside GEBW regional service area.

Payments can be received by:

- 1) Credit Card – Visa, Mastercard, Discover, and American Express
- 2) Direct Billing – for care providers
- 3) Company or Personal Check - (personal checks returned due to insufficient funds in the customer's account are subject to a \$25.00 service charge)

Checks payable to:
Green Earth Baby Works
285 Calef Highway
Epping, NH 03042

Damage to Customer-owned Goods

GEBW will not be held liable for normal wear on customer-owned goods. For child care and education facilities, the GEBW consultant will discuss what is considered normal wear and tear, specific type of detergent and laundry process, and any special handling in order to extend the natural wear and tear of COG.

Cancellation of Service

To cancel, please call or e-mail with at least one week's notice. Cancellations with less than one week's notice will result in a service charge for the following week.

All rented items must be returned upon completion of service. Missing or damaged rental items will be charged to your account (\$2.00 per diaper, \$1.00 per cloth wipe, \$5.00 per doubler, \$20 per diaper bag). Final Customer Pick-Up to include all GEBW-owned diapers and rented items will be on your next scheduled delivery day following your one week notice to cancel service.

Changes in Service

All changes in service must be made at least 3 days before your next scheduled delivery day. We cannot guarantee changes without at least 3 days notice.

If you are going on vacation or need to pause your service for any reason, you are free to do that at no charge. We are happy to pause your service for the time you will be out of town with at least 3 days notice.



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If notice to pause service is not given and your diaper bag is already washed and packed for delivery, there will be a \$5.00 service charge.

When your service is paused, you will not receive pick-up or drop-off service. If you would like your dirty diapers to be picked up even though you are not receiving drop-off service, we will be happy to do that. There will be a \$15.00 pick-up and cleaning charge for this service.

Damage from moisture or insects will be charged to your account (\$2.00 per diaper, \$1.00 per cloth wipe, \$5.00 per doubler, \$20.00 per diaper bag).

You can receive Pick-up Only service at any time (with no drop-off of clean diapers) for any reason with at least 3 days notice. There will be a \$15.00 pick-up and cleaning charge for this service.

Babies grow quickly! If you are ready to change sizes, you can do that at any time with no charge. We will do our best to accommodate size changes, but we cannot guarantee available sizes without at least 3 days notice.

You are responsible for managing your service using your account portal on the Ivy's Diaper Service website. * That includes pauses/changes in service, size changes, and accessory purchases. See our How-to Tutorial online (on the FAQ page of our website) or give us a call or e-mail if you are having trouble managing your account and we will be happy to walk you through it.

Privacy and Security

GEBW considers the security and privacy of our clients in the highest regard.

Personal and financial information is secured using encryption software, similar to "Crypto Forge", on any local computers and laptops. Archived information is secured on an secure encrypted web-based storage service accessible by only senior management. Past client information, is kept on this server for a short time after the end of service then completely removed.

All financial information to include credit card, direct payments, bank check information, etc, is handled through our third party processor – a known and secure financial institution. GEBW does not record or handle any financial information.

GEBW personnel are stringently screened and undergo thorough criminal background checks. Our employees are currently scheduled to include additional training in first aid, CPR, and undergo an extensive GEBW course.