



Millions of families have grown up with Tommee Tippee®, the UK's best-known baby brand for nearly 50 years. Traditionally known for cups and tableware, in 2006 the brand's leading position was reinforced with the launch of Closer to Nature®, a newborn feeding range now credited with revolutionising the way mothers feed their babies. Closer to Nature is now the UK's number one selling newborn baby essentials brand (Source: IRI w/e 24th September 2011).



Market

The baby accessories market is estimated to be worth almost £200 million in the UK (Source: Information Resources Incorporated (IRI) 2011 and Company Data) and encompasses everything from bibs and bottles to monitors and harnesses. It does not include nappies, wipes, toiletries, formula milk or baby food.

Tommee Tippee is the leading brand in a fiercely competitive market. Three-quarters of consumers that buy products from the top three brands will only buy Tommee Tippee (Source: Kantar Worldpanel 2011). Tommee Tippee has more than one-third of the total market share by value.



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 70 countries.

Product

Tommee Tippee has more than 700 products in its range and is the only baby accessory brand to cater for 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 for most products. Its offering is enhanced by a promise of quality, safety, simplicity, convenience and value.

The brand was the first to design a non-spill cup in the 1980s (Sip 'n' Seal), a groundbreaking bottle babies could hold themselves (the Nipper Gripper), and a teether filled with purified water that could be cooled for effective relief from the pain of teething.

In recent years significant additions to the product portfolio have included the Closer to Nature, Explora® and Sangenic® ranges. Closer to Nature feeding products have been designed to mimic the natural flex, feel and movement of a mum's breast, making it easier

Brand History

- ▶ **1965:** Manufacturing rights are acquired for Tommee Tippee baby products in the UK and Europe.
- ▶ **1986:** Tommee Tippee introduces Pur, the first silicone teat, to the market.
- ▶ **1988:** Sip 'n' Seal, the first non-spill baby cup, is launched.
- ▶ **1997:** Tommee Tippee buys Sangenic – a patented nappy disposal system.
- ▶ **2001:** Easiflow becomes the first baby cup to be accredited by the British Dental Health Foundation.
- ▶ **2006:** The launch of Closer to Nature changes the face of newborn feeding through radical innovation.
- ▶ **2009:** Tommee Tippee's new 'star' brand identity is introduced.
- ▶ **2010:** The brand launches in the US and Canada.
- ▶ **2011:** The Explora toddler range is relaunched.

to combine breast and bottle feeding. Explora products help the weaning transition from bottle/breast to cup and spoon, encouraging children to feed independently. The Sangenic range helps to ensure hygienic nappy disposal both in and out of the home, by wrapping dirty nappies in antibacterial film.

Achievements

Tommee Tippee is the fifth biggest baby accessories supplier globally. Out of the top 10 categories in the baby accessories market in which the brand operates, Tommee Tippee is number one in eight of them (Source: IRI 2011).

The Closer to Nature bottle and teat won a Gold Award from Practical Parenting &



Pregnancy magazine for 2010/11 and claimed Platinum in the Prima Baby & Pregnancy Readers Awards 2011. Furthermore, in an independent online survey of 1,085 UK mums, respondents voted the Closer to Nature bottle as the best choice for their baby; 237 respondents were Closer to Nature users, with nine out of 10 agreeing that it made the transition from breast to bottle easy (Source: Mum's Views July 2011).

In 2006, the Sangenic Nappy Disposal system won The Queen's Award for International Trade in recognition of the outstanding growth achieved internationally. In an independent survey of 110 users of the Sangenic Nappy Disposal System, 99 per cent said they would recommend the product (Source: Swift Research September 2011).

Recent Developments

In January 2011 Closer to Nature digital baby monitors, including one with a sensor pad to relay a baby's every sound and movement, were introduced. This was followed in February



Did You Know?

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

Sangenic products wrapped up more than 350 million nappies in over 50 countries in 2010.



by the addition of a new hygiene range to the Closer to Nature portfolio, including long-lasting germ-busting surface sprays, hand gels and sterilants – all featuring a groundbreaking antibacterial agent that is used for the first time in specialist baby products. November saw the introduction of a Closer to Nature digital ear thermometer, for an accurate, one-second read of baby's temperature.

Innovations unveiled in 2012 will include the Closer to Nature Video Monitor with Movement Sensor Pad and a new development within the breastfeeding range.

The Explora range was relaunched in November 2011 to include new products that make feeding easier for mums and babies, such as a baby food blender, pop-up food freezer pots, soft-tipped weaning spoons, and bowls that are designed to help a baby scoop out food.

The Sangenic range saw the introduction of a new out-of-home solution to hygienically wrapping nappies: the Wrap & Go Dispenser with antibacterial film.

In January 2012, Tommee Tippee extended its distribution in the North American market by partnering with a new retailer (in addition to its existing relationship with Toys R Us® USA).

Promotion

Tommee Tippee is one of the key sponsors of the UK 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 has invested in a dynamic social media programme. In addition, its online presence – tommeetippee.com – currently operates in 21 countries.

A trained midwife works as the brand's health liaison manager, enabling a strong relationship with health professionals directly involved in the care and welfare of new babies.

Brand Values

Tommee Tippee products are designed to be Simply Intuitive™, making life easier for parents at every stage of a child's development. The brand'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 parent to parent.

Did You Know?

If you took all the Tommee Tippee cups sold in the UK in 2010 and laid them end-to-end, the line would stretch from London to Manchester (209 miles).

▶ www.tommeetippee.com

