

Ahead of Their Time

Wendy Armbruster Bell, PumpEase

Established 2008

www.pumpease.com

"We have very unique marketing - our product is certainly not mainstream and sometimes freaks people out (I've seen those expectant parents' expressions as they pass by our booth at consumer trade shows!). Therefore all of our marketing is fun, light-hearted and very cheeky. It's hard not to smile when you see our marketing images, and that is exactly the reaction we are looking for.

"Why, when you become a mom, is everything so frumpy and serious? Some breastfeeding products are slowly becoming more fashionable (nursing covers, birthing gowns, nursing clothing, etc.), however in the pumping department, the other hands-free bras on the market are pretty generic and downright clinical-looking. I believe that women like pretty things - it makes us feel good; it makes us feel beautiful. And if there is ever a time that a woman needs help feeling pretty, it is after giving birth! This, coupled with my background in the apparel industry, solidified my decision to create the world's first fashionable hands-free pumping bra."



Kelly Paley, Tidy Tushees Diaper Service

Established 2008

www.tidytushees.ca

"I believe it is our customer service that makes our business unique. New parents are busy enough without having to run out for diapers, creams, nursing pads and all of the other 'essentials' for dealing with diaper duty. We offer the convenience



of shopping from the comfort of home and deliver right to their door. In addition, we offer to take care of all the 'dirty work' involved with cloth diapering for those families living within our service area. For those who may not be able to take advantage of our diaper service, we offer free consultations to help with their diapering systems. Whether families choose to 'try before they buy' or need help troubleshooting, we are here to help.

"...I have many families whose babies have finally been relieved of chronic diaper rash and I am now thrilled to have babies transitioning from diapers to potty training! In a year and a half of business, we have managed to save over 50,000 diapers from local landfills!"

Teresa Smed, dotted loop

Established 2006

www.dottedloop.com

"My business is making one-of-a-kind wearable art jewelry from recycled vintage and antique materials...We are committed to being unique and helping others to be unique. But, I would say we are also unique in how we do what we do. We are committed to keeping all of our production local in Vancouver, and we source almost all of our materials locally as well. We are also committed to reducing our carbon footprint by having all of our employees work from their home (ie. no commuting), and eliminating waste in production. We use as much of our recycled materials as possible in production. The goal for each employee is to take at least 2-3 weeks to fill a small brown paper bag with their waste from production.

"My goal is to continue to passionately carry out sustainable ethics in all areas of my business. I would also like to help other artists and business people pursue sustainable goals in their line of work. Currently, I'm working on launching dotted loop into more boutiques across Canada, the US and Europe. On this front, my goal isn't solely expansion, but it's also to maintain a reputation for unique, fashion-forward, quality jewelry. Ultimately, I want to look back and know that I was among the pioneers in the world of sustainable fashion and art!"

