



Go Real Membership Packages for Laundries

Why Become a Member of Go Real?

Increasing customers to your laundry service and securing your business is important to you, particularly in the current financial climate. You know that your service is beneficial for parents and the environment and this is as important to you as your commercial aims.

Selling a real nappy service within a dominant disposable market is extremely challenging. Trying to raise awareness and effect behavioural changes in parents, as well as run a successful business, is both time consuming and costly.

Membership of Go Real will help to increase national awareness and improve the market share of real nappies.

Providing a single point of contact for all washable nappy promotions, expertise and advice, Go Real provides independent services to directly support you and the target market you are seeking to reach.

Your membership will not only provide you with excellent resources to support your product promotion, but will also enable us to grow and develop more services to support you.

We are currently offering membership rates starting **from as little as £100** +VAT, a year which will allow you to access the existing, and many new services.

We will keep adding services and value to your membership, which at this low price represents amazing value for money. Plans for national incentive schemes, trial packs and financial assistance are under way and will help make choosing real nappies easier for parents across the country.

What will I get for my membership fee?

There are two membership options allowing you to select a membership level which best suits your company. The membership services have been designed based on your feedback and are guaranteed to save you time and money.

Inclusion of specific services will depend on your membership selection but some of the great services you can expect are:

1. Use of New Branding

The new national branding is only available for use by members on promotions, products and websites. This branding is at the forefront of the campaign, replacing the Real Nappy Campaign logo and used on all national promotions. The new brand has quickly become established as the activities and services of the project have increased.





2. New Website

We have developed a brand new Go Real website to replace the WRAP Real Nappy Campaign version. The new site incorporates some of the popular services from the Real Nappy Campaign, as well as providing new and innovative functions.

With a fresh look and updated design, parents will be able to access:

- increased information and practical advice on using real nappies
- video guides
- live, online advice,
- forums
- blogs from parents,
- and of course the nappy finder to promote your business.

As part of the new website, members have access to a members' site to help support them in all of their real nappy promotions. The members' site enables you to build stronger relationships and gain more knowledge of other projects, Local Authorities, health professionals, etc.

The members site holds a resource centre giving you access to a brand new photo library, artwork templates, research and reports, PR templates and best practice guides. We also provide video guides which you can upload to your own website.

3. Expert Nappy Advice

Let us support your nappy promotions by providing an expert advice service to your customers, providing answers to all those difficult questions that can make people turn away from real nappies.

Go Real members gain access to a freephone number making it even easier for your target market to get support in making a lasting nappy choice.

All Go Real members are able to advertise the new 0800 number and an information email on their own promotions and websites.

"ReZolve has helped us promote real nappies by providing the expert advice and administrative resources that we couldn't provide. We have been able to set up a freephone helpline, website and email facilities which enables customers to easily access up to date information and advice from knowledgeable staff. Using the services CRNP has to offer is ideal for any local authority who lack the admin resources needed to promote real nappies."

Nicky McInnes, Waste Management Officer, Devon County Council

4. Real Nappy Week Support

This year, Real Nappy Week will focus on strengthening the Real Nappy community, providing support and encouragement to new and potential users.

Making use of social and digital media, there will be many exciting opportunities for you to get involved with.



5. National Representation of Real Nappies

Go Real provides an independent information service which represents and promotes Real Nappies nationally. We carry out national promotions including PR, attendance at major baby shows and ensure our website is prominent and easy to find.

Go Real has become a trusted source of independent information and advice, increasing the conversion rate to real nappies and consequently increasing your potential customer base.

6. Free Nappy Finder Listing

The nappy finder is a useful tool which is accessed by parents using the website and used by the Go Real team to signpost and refer customers to relevant organisations and companies. The functionality of the nappy finder has been improved in line with the new website, allowing customers to not only search by location but also by preferred product type or brand.

We are unable to offer any free commercial listings to this useful tool but all Go Real members receive one free listing. Additional listings or listings for non members are charged at £5 + VAT.

7. Discounted Promotional Materials

Go Real provides generic promotional templates to all members for their own use but as a member with the enhanced service you will also have the opportunity to benefit from discounted bespoke promotional materials on an individual cost basis¹, saving time on writing copy, commissioning and overseeing design, proof reading, etc. Materials we have available include:

Washable Nappies DVD

Narrated by our Patron, Radio Two's Janey Lee Grace, our washable nappies promotional DVD offers a complete introduction, covering the benefits of using real nappies, the different types, how to use them and top tips from real nappy users.

We are able to customise the DVD to include specific information on your company and the service it provides, alternatively it can be purchased in its current form and used for general washable nappy information.

DVD price:	£1150 ²
Go Real Enhanced Membership Price:	£860

"Following its introduction at our Cheshire Real Nappy fashion show, the Real Nappy DVD has received a very positive reception - so much so that we have had to reorder. We have recently agreed a contract with Bounty to distribute the DVDs as part of the Pregnancy Information Bounty Pack which will enable us to reach every parent in Cheshire with clear and positive advice on using washable nappies.

The DVD is informative, well presented and we were able to add our own information to it. The service offered by ReZolve was professional and responsive and we would be happy to commend the DVD and ReZolve's services in tailoring it for Cheshire."

Helen de Lemos, Strategic Manager – Waste Strategy, Cheshire County Council

¹ Availability dependant on demand

² Prices don't include duplication



Promotional Literature

Our series of promotional information has been designed to convey information on washable nappies to a range of audiences in differing promotional situations.

The materials follow a consistent style which can be adopted or adapted to suit your company. We can also provide a professional copy writing service to create bespoke materials based on our existing design templates.

Washable Nappy Guide, 10 page, A5 guide in full colour: £500³
Go Real Enhanced Membership Price: £375

Height Chart, 6 page, A5, double-sided, illustrated height chart in full colour: £450
Go Real Enhanced Members Price: £340



8. Discounted advertising opportunities

There will be a number of advertising opportunities available to real nappy companies which will get your product or service seen by your target audience. These include advertising on the website, in newsletters, as part of specific campaigns, in promotional materials, etc.

These valuable opportunities will be available at a discounted rate to Silver and Gold level members.

9. Ongoing Support

The Go Real team are on hand to support our members in anyway that we can. If you have an idea of how you would like us to support your business just let us know.

Becoming a Member

Becoming a member couldn't be easier. To start enjoying all of the great benefits of a Go Real membership. Simply fill in the enclosed membership form and return it to us in the freepost envelope provided, along with a cheque for the appropriate amount, made payable to ReZolve Kernow Ltd. Alternatively, sign up online by visiting www.goreal.org.uk/membership.

If you would like further information or would like to talk through the membership package available, please call the Go Real team on 01208 265930

³ Prices don't include print and are dependent on level of requested amends



Go Real Membership Package Summary

Service	All Members	Enhanced Membership
Expert advice delivered to your customers via a freephone number and email address	✓	✓
Members website consisting of: <ul style="list-style-type: none"> • useful resources • research • best practice guides • access to other projects, Local Authorities, Health Professionals, Retailers, volunteers 	✓	✓
Use of the Go Real logo	✓	✓
Real Nappy Week support	✓	✓
New artwork templates	✓	✓
Unlimited use of a photo library with brand new images	✓	✓
National Representation of Real Nappies	✓	✓
Free Nappy Finder listing	✓	✓
Stronger links to stakeholders	✓	✓
Discounted promotional materials such as nappy DVD, information guide, etc.	At Full Cost	✓
Discounted advertising opportunities	At Full Cost	✓
Online Service Reviews	At Full Cost	✓

Go Real Pricing Structure for Laundries *by annual Turnover*

Turnover	All Members	Enhanced Membership
Under £25,000	£100	£150
£25,001 - £200,000	£250	£300
£200,001 - £500,000	£500	£650
£500,000 +	£1000	£1150

All prices quoted are exclusive of VAT