

Woosh Launches the First Give-Back Diaper: A Breakthrough in Sustainable Disposable Diapers

Ghent, January 28, 2025 – Belgian company Woosh is revolutionizing the diaper industry by introducing the world's first recyclable give-back diaper. This innovative product combines the convenience and quality of a disposable diaper with the groundbreaking advantage of being returned and recycled after use. Over a thousand daycare centers have already embraced this solution, choosing not only a premium diaper but also an eco-friendly service where used diapers are collected and recycled.

To close the loop, Woosh recently opened its own recycling hub in Bruges, where the returned diapers are processed. With the give-back diaper, a significant step has been taken toward reducing diaper waste. To celebrate this milestone, Woosh hosted a special diaper-themed event today at daycare center Stampertje in Bruges.

What is a Give-Back Diaper?

The give-back diaper is an innovative and recyclable diaper developed by Woosh. After use, the diapers are collected and recycled, ensuring that valuable materials are repurposed. This process significantly reduces the amount of disposable diaper waste. It's a circular system that combines sustainability and convenience, with the ultimate goal of eliminating diaper waste altogether.

Responsibility from Start to Finish

"At Woosh, we believe it's our responsibility as a company to not only focus on what we bring to market but also on what happens afterward," explains Woosh CEO Jeff Stubbe. "The give-back diaper is a unique solution: we collect used Woosh diapers and recycle them ourselves at our dedicated hub. By managing the entire process—from product design to logistics and recycling—we can precisely measure and optimize our environmental impact while ensuring the most sustainable approach. Together with our partners, we're taking steady steps toward a world without diaper waste."

Tailored for Daycare Centers

Daycare centers across Belgium have already embraced the give-back diaper. Every day, thousands of Woosh diapers are used by childcare professionals nationwide. These diapers are soft, leak-proof, and free from harmful chemicals or fragrances—top-quality in every way.

Woosh has thought of every detail to make the process seamless for daycare centers. Diapers are delivered in convenient packaging, and used diapers are collected for recycling. No more worrying about stocking supplies, parents forgetting diapers, or managing which baby uses which brand.

“Woosh is much better for the environment and saves our daycare center time and hassle, allowing us to focus on what truly matters: caring for the children,” says Nadia Bolleire from childcare association De Blauwe Lelie. At today’s event in Bruges, Nadia had the honor of cutting into a “diaper cake,” marking the official launch of the give-back diaper.

New Recycling Hub in Bruges

Woosh recently inaugurated a state-of-the-art R&D and recycling hub on the grounds of the inter-municipal waste organization IVBO in Bruges. Thousands of used Woosh diapers are now processed daily, resulting in a significant reduction in diaper waste. Through an ingenious recycling process, materials from the diapers are repurposed into new, valuable products.

“As a result of recycling our give-back diapers, we prevent 2,000 tons of diapers—equivalent to 200,000 garbage bags—from ending up in landfills annually,” says CTO Alby Roseveare. “But this is just the beginning. Our dream is a world without diaper waste, and we’re working towards that goal every single day.”

Now Available for Individual Customers

Although Woosh has mainly focused on daycare centers so far, individual customers can also order the give-back diapers through the webshop and have them delivered to their home or to a participating daycare center. “Our next mission is to establish give-back points across Belgium, making it easy for all parents to return their Woosh diapers,” adds Stubbe.

Collaboration with Strong Partners

The development of the first give-back diaper was made possible through close collaboration with various partners. Diaper manufacturer Ontex played a pivotal role in designing the product, prioritizing both eco-friendliness and user convenience.

“At Ontex, we strive for scalable innovations that combine sustainability and affordability,” says Annick De Poorter, Chief Innovation & Sustainability Officer at Ontex. “Our partnership with Woosh has resulted in a diaper that reduces plastic waste and CO₂ emissions while offering better recycling possibilities. This reflects our ambition to embed sustainability into every product we create.”

Over a thousand daycare centers have contributed to refining the quality, ease of use, and give-back system. Woosh is deeply grateful for their belief in a different, more sustainable approach.

Partners like IVBO, which hosts the recycling hub, and other logistics and recycling collaborators were instrumental in bringing the give-back diaper to life. “Our partnership with Woosh aligns perfectly with our mission to reduce waste streams and reuse valuable materials wherever possible,” says Minou Esquet, Chairwoman of IVBO. “With this new recycling hub, we’re working together towards a more sustainable future for our region.”

About Woosh

Woosh is the first ecological diaper brand to launch a give-back diaper. This Belgian company has a clear goal: a world without diaper waste. Step by step, Woosh is making disposable diapers circular by collecting and recycling used products. Managing the entire process—from product design to logistics and recycling—Woosh ensures maximum sustainability. Thanks to Woosh, at least 200,000 garbage bags of diaper waste are recycled annually.

Learn more at www.woosh.be.

Woosh in Numbers

- Up to 10% of Belgium’s residual waste consists of diaper waste.
- More than 1,300 daycare centers in Belgium use Woosh diapers.
- Over 27,000 children wear Woosh diapers daily.
- Woosh operates 6 logistics hubs across Belgium.
- Nearly 20 million Woosh diapers are used annually in Belgium.
- At least 2,000 tons—or 200,000 garbage bags—of diaper waste are recycled each year thanks to Woosh.

Infographic

