



**ImseVimse<sup>®</sup>**

**Product Catalog 2011-2012**

**[www.imsevimse.se](http://www.imsevimse.se)**

## We make a difference! Creating a better future for today's children

ImseVimse was founded in 1988 and is based in the Swedish city of Visby, which is a UNESCO World Heritage Site. We began on a small scale and grew from a need that arose when the daughter of the CEO, Marie Walleberg, developed contact eczema from wearing disposable diapers. The problem disappeared when she wore cloth diapers.

We provide healthy, textile products for women and children. Right from the start we have marketed our products on the basis of their benefits to the environment and health. Our aim is to be the most environmentally friendly company in the industry. Our product range and designs develop continuously as we refine, test, and improve our products to meet the needs of families today. In the last few years we have grown rapidly, and we now sell to distributors and retailers in around 50 countries. We aim to have products in stock at all times and we have earned a reputation for rapid delivery. Our smart ordering system is online-based to make everything as easy as possible for our customers.

Strict demands for the environment, quality, and working conditions  
We develop and source high-quality materials from around the world. For the sake of the environment we have chosen to use cotton that is organically cultivated, so that we can be certain of offering our customers pure products. Production takes place mainly in Europe, primarily in Latvia. We impose strict demands on suppliers and manufacturers, and carry out annual checks on the conditions in their factories. We also require that they meet our quality standards, environmental requirements, and working conditions. Our aim is that products should meet the Oeko-Tex® Standard 100 for baby textiles and that factories should be ISO certified.



*Love,  
ImseVimse Team  
Sweden*



## A better everyday life for a brighter future

We know that many people – parents and women especially – are already aware or would like to learn how to live a healthy lifestyle and contribute to a healthier planet. We therefore welcome the opportunity to advise customers and help them make the right choices in order to improve health, save money and ensure a sustainable future for us all.

### Organic Cotton

All the cotton in our products is organically cultivated and comes from suppliers who are inspected and certified as part of the Control Union Certification program. To provide simple and clear confirmation that products are organically sourced they each carry a sewn-in label with the words: “Organic Cotton 100% certified”. Organic cotton differs from other cotton in several important ways. The difference begins right at the fiber stage. To qualify for the organic label, every stage in the production chain has to meet set criteria governing environmental and social responsibility.

### ImseVimse chooses FSC certified forest

We believe it is important to consider every environmental aspect and we are constantly looking for ways to reduce our environmental impact. This is reflected in our new environmentally friendly packaging concept, which uses only 100 percent FSC certified paper. The Forest Stewardship Council (FSC) is an independent, international membership organization that promotes social, environmental and economically sustainable forestry around the world. The FSC logo guarantees that packaging, brochures, and the like are made from wood fiber from forests that are managed and felled in a responsible way, and that all production is rigorously inspected.



You can find more information about the global work of FSC at: [www.fsc.org](http://www.fsc.org)



*It all started with a pink and wrinkly revolution.  
A screaming, toddling, chubby one.  
It all started when we became parents.*

*Parenthood turned our world upside down.  
Made us fall in love. Harder than we had ever  
fallen before. Made us stay in bed just to sniff a downy  
head for hours. Made us check the street for cars five  
times before quickly crossing.*

*And then we realized something that made us twist  
and turn in our sleep (whenever we finally got some).  
What about our planet? Is it still going to be here in  
20 or 30 years, when our kids grow up?  
And the answer was no. It's not. Not if we don't act.*

*So we stopped wasting. We stopped throwing 10  
diapers in the bin every day. Imse Vimse's earth friend-  
ly products were born. All thanks to a pink revolution.*

*Join it, won't you?*

# DIAPER + DIAPER COVER 2-PART SYSTEM

Imse Vimse 2-part Diaper System is easy and smart. Just combine a diaper with a diaper cover. Done! You have many different materials to choose from. Every Diaper works with every Diaper Cover, so just go with your favorite combination!



Smart Cover, White



Smart Cover, Zoo

Smart Cover with Snaps		
Size	S	L
Kg	4-9	9-16



Organic Cover, White



Organic Cover, Zoo



Organic Cover, Kiss the Frog



Organic Cover, Magic Dragon



Organic Cover with Velcro							
Size	P	NB	S	M	L	XL	SL
Kg	2-4	3-6	5-8	7-10	9-12	11-14	13-

Get Started Kit				
Size	NB	S	M	L
Kg	3-6	5-8	7-10	9-12

# ACCESSORIES

## ADD THE DIFFERENCE



Terry Contour Diapers, 4 pack  
Preemie or One-Size



Flannel Contour Diapers, 4 pack  
Newborn or One-Size



Muslin Squares, 4 pack  
Kiwi



Bio Liners Baby  
200 sheets/pack



Bio Liners Toddler  
100 sheets/pack



Stay Dry Liners, 2 pack



Wet Bag, White



Wet Bag, Zoo



Terry Inserts, 2 pack



Gall Soap, 250 ml



Wool Cure, 250 ml



Wool Detergent, 250 ml



Olive Oil Soap



Wash-away Stain Soap

# ALL-IN-ONE DIAPER QUICK CHANGE

As the name tells you, this is a diaper that has it all. In one. It's as easy to use as a disposable, keeps the baby dry all night long and is very quick drying. Just add a bioliner liner and you're done!



All-in-One Diaper, White



All-in-One Diaper, Zoo



All-in-One Diapers, White/Zoo, 4 pack



All-in-One Diaper, Kiss the Frog



All-in-One Diaper, Magic Dragon



Choose between two flaps to place next to baby's skin



All-in-One Diaper				
Size	P	S	M	L
Kg	2,5-5	4-8	8-11	11-16

# TRAINING PANTS MOVING ON

Sometimes it's hard to believe, but there comes a day when the baby is ready to give up using diapers. Time to introduce the Training Pants. Use them during the day (except at naptime). The little one will feel the Training Pants getting wet and become dry in no time.



Training Pants, White



Training Pants, Zoo



Training Pants, Kiss the Frog



Training Pants, Magic Dragon

Training Pants					
Size	L	XL	SL	JR	JR+
Kg	9-12	11-14	13-17	16-20	19-25



Hi! You'll find me on our new print "Magic Dragon".



# ECO CARE FOR YOUR BABY & OUR PLANET

Blankets | Bibs | Washable Wipes | Hooded Towels



Baby Blanket  
Kiss the Frog



Baby Blanket  
Magic Dragon



Baby Blanket  
Zoo



Hooded Towel and  
Mitten Set, Roses



Hooded Towel and  
Mitten Set, Ocean



Baby Bib  
Kiss the Frog



Baby Bib  
Magic Dragon



Baby Bib  
Zoo



Washable Wipes, Roses  
12 pack



Washable Wipes, Ocean  
12 pack



Dribble Bibs  
Roses, 3 pack



Dribble Bibs  
Ocean, 3 pack



Dribble Bibs  
Natural, 3 pack

# FOR MOM TAKE CARE

Nursing Inserts | Nursing Pads | Sanitary Pads



Nursing Inserts, Ø12  
Stay Dry, 3 pairs



Nursing Pads, Ø12  
Organic Cotton, 3 pairs



Nursing Inserts Ø14, Ø 18  
Silk/Wool



Nursing Inserts, pear-shaped  
Silk/Wool



Panty Liners  
Organic Cotton, 3 pack



Sanitary Pads, Regular  
Organic Cotton, 3 pack



Sanitary Pads, Night  
Organic Cotton, 3 pack



Sanitary Pads, Kit  
Organic Cotton, 11 pieces

# SWIMWEAR HAPPY SWIMMING

Swim Diapers | Tankini Tops | Water Shoes



Pink Dot Frill



Turquoise Dot Frill



Turquoise Fish



Red Fish



Green Fish



Blue Fish



Purple Fish



Black Lizard



Pink and White Flower

## Swim Diapers

Size	NB	S	M	L	XL	SL	JR
Kg	4-6	6-8	7-10	9-12	11-14	13-17	16-20

## Excellent fit

allow the child to move easily in the water

## Side snaps

for quick and easy changing



## Leakproof design

double layer of fabric and no insert or diaper needed

## Snug fit

soft and efficient elasticized leg cuffs provide a secure snug fit



Red



Pink



Blue

## Water Shoes

Months	6-12	12-18	18-24	2-3 years
--------	------	-------	-------	-----------



Pink and White Flower



Red Fish



2 Parts Swimsuit				
Size	M	L	XL	JR
Kg	6-10	9-12	11-14	14-20



# ImseVimse®

ImseVimse AB  
Regementsgatan 22  
SE-621 50 Visby  
Sweden

Tel. +46 498 48 46 46  
Fax. +46 498 48 40 46

Email: [info@imsevimse.se](mailto:info@imsevimse.se)  
[www.imsevimse.se](http://www.imsevimse.se)

