



AFRIpads Company Profile

Contents

- ① Acronyms, 3
- ② The AFRIpads Story, 4
- ③ The AFRIpads Social Business Model, 5
- ④ The AFRIpads Factory, 6
- ⑤ Our Partnerships, 7
- ⑥ Where We Work, 8
- ⑦ AFRIpads Menstrual Kits, 9
- ⑧ AFRIpads Underwear, 11
- ⑨ AFRIpads MHH Education Toolkit, 13
- ⑩ AFRIpads Data Collection Toolkit, 15
- ⑪ Compliance and Policies, 15
- ⑫ AFRIpads Impact, 16
- ⑬ Our Management Team, Supervisory Board and Investors, 17
- ⑭ Awards and Media, 18
- ⑮ Contact Us, 20

1

Acronyms

BBC

British Broadcasting Corporation

ICRC

The International Committee of the Red Cross

IRC

International Rescue Committee

IOM

International Organization for Migration

MHH

Menstrual Health and Hygiene

MHM

Menstrual Health Management

NGO

Non-Governmental Organization

OXFAM

The Oxford Committee for Famine Relief

RAHU

Reach a Hand Uganda

R&D

Research and Design

SRHR

Sexual and Reproductive Health Rights

TOT

Training of Trainers

UNFPA

The United Nations Population Fund

UNHCR

United Nations High Commissioner for Refugees

UNICEF

United Nations Children's Fund

The AFRipads Story

AFRipads was **established** in Sub Saharan Africa in 2010 with a clear goal: to overcome key challenges that women and girls face whilst on their period in relation to access, affordability and sustainability of menstrual products.

Since 2010, AFRipads has **grown** into the world's leading social enterprise dedicated to manufacturing reusable sanitary pads and underwear in Africa. Leveraging over a decade of expertise in the Menstrual Health and Hygiene (MHH) sector, AFRipads is an active thought leader and advocate for menstrual dignity and equity worldwide.

2008

AFRipads' Founders, Sophia and Paul Grinvalds, travel to Uganda to volunteer in a rural village. They see first-hand the challenges that women and girls experience during their monthly periods.



2009

Sophia and Paul launch a pilot project in a nearby village to explore if cloth menstrual pads can be an appropriate and acceptable solution to some of these challenges. They employ 5 young women from the local area to do the sewing.



2010

The pilot was a success, having clearly established 'proof of concept' for cloth reusable pads. AFRipads Ltd. is incorporated in Uganda as a social business.



2013

Responding to growing demand, AFRipads begins exporting its AFRipads Menstrual Kits and forging menstrual health partnerships across Africa.



2015

AFRipads celebrates reaching **500,000** women and girls with its life-changing reusable menstrual kits!



2022

AFRipads celebrates reaching over **5 MILLION** women and girls with its AFRipads Menstrual Kits!



2021

AFRipads expands its product range and launches AFRipads Underwear, developed through User Centered Design to meet consumer demands for better fitting, comfortable, more durable underwear.



2019

A major milestone — over **3.5 MILLION** women and girls have been reached with AFRipads Menstrual Kits.



2018

AFRipads finishes construction of a 3,000 square meter factory in southwestern Uganda, deepening its commitment to Africa-based manufacturing.



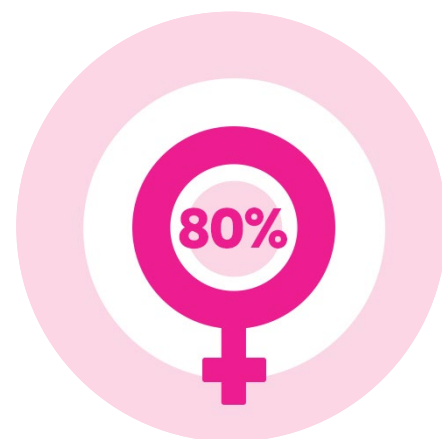
2017

AFRipads continues to scale up its operations by registering AFRipads Kenya to better support partnerships across East Africa.

The AFRipads Social Business Model

The AFRipads social business model is based on our mission to **empower women and girls** through business, innovation and opportunity.

AFRipads is passionate about doing business for good and making a **sustainable impact** at every level of the value chain. From the girls who use our products, to the women who make it and to the way we treat the planet at large.



We believe in a world where menstruation does not hold women and girls back

AFRipads is committed to helping women and girls overcome the barriers that menstruation creates in their lives so they rise to their full potential. Women and girls around the world who use AFRipads Menstrual Kits and AFRipads Underwear are empowered with the protection and comfort they need during menstruation. This enables them to stay in school, go to work, and participate in daily life with the confidence, dignity and peace of mind they deserve.

We are committed to sustainability and doing the right thing for the planet

As an organization, we believe in making business decisions that take into consideration our footprint on this planet. Single-use menstrual products create enormous waste challenges, which can be exacerbated in humanitarian settings and low income countries due to underdeveloped waste management infrastructure. Our reusable menstrual kits are a long-lasting, environmentally friendly menstrual product solution to this challenge. And our sustainability commitment extends beyond our products to our eco-friendly factory design.

We believe in bringing women into the formal economy

Creating gainful employment opportunities – especially for women – is also at the core of our mission. We believe that investing in Africa-based manufacturing is an incredible catalyst for development and impact. By establishing our manufacturing operations in rural Uganda, we bring unskilled workers (over 80% are women from the neighboring villages) into the formal economy, creating much needed jobs and contributing to the country's development.

For our employees, working with AFRipads means the opportunity to gain financial independence, while acquiring technical and business skills that they carry forward for life. We see first-hand the transformative impact this has on the lives of our 150 employees and their families.

We leverage business principles to deliver lasting social impact

In 2010, we intentionally chose to register AFRipads as a business instead of as a charity because we wanted to build a self reliant organization that can deliver long lasting impact through reinvesting profit back into the mission. We see financial viability as an enabler of social impact.

The AFRIpads Factory

- Our **3,000 square metre factory**, in a village close to Masaka Town in southwestern Uganda, demonstrates our commitment to Africa-based manufacturing and rural economic development.
- The AFRIpads factory provides meaningful employment to **150 people, over 80% of whom are women** from marginalised backgrounds. The construction of our state-of-the-art factory in 2018 enabled us to grow our team and increase our production capacity to meet the growing demand for our menstrual products. This enhanced capacity means we can respond quickly to large volume and urgent orders.

We manufacture at scale so that we can respond to high volume requests on short notice. Our production capacity is over

90,000

Menstrual Kits per month



Our factory holds stock of over

50,000

Menstrual Kits to accommodate for emergency orders that require quick delivery

We are not your typical factory

We carefully designed our factory to be eco-friendly and to create a comfortable and serene working environment for our employees. Some features include:



INTERLOCKING SOIL STABILIZATION BRICKS (ISSB)



ECO-FRIENDLY WORK SPACE



RAINWATER HARVESTING



COMPETITIVE SALARIES AND HEALTH INSURANCE FOR ALL EMPLOYEES

Our Partnerships



At AFRipads, we recognize that if we want to continue the momentum to improve Menstrual Health and Hygiene (MHH) worldwide, **the power lies in collaboration**. Since 2010, we have partnered with CBOs, NGOs, INGOs, CSR departments and government bodies in a variety of WASH, Gender, Development and Humanitarian sectors.

How to partner with us

Our reusable Menstrual Kits are cost effective, waste reducing, quality certified and offer complete protection for a minimum of 12 months.



The AFRipads Data Collection Toolkit is a practical M&E tool designed for NGO practitioners working in the development or the humanitarian context who want to better understand the menstrual hygiene practices, challenges, and needs of their target group.



AFRipads Underwear is perfect in combination with AFRipads reusable pads — or just as everyday underwear. AFRipads Underwear is made from high quality, ultra-soft cotton-spandex.



The AFRipads MHH Education Toolkit. Education is key to breaking barriers, addressing taboos and improving MHH worldwide. This is why we actively support our partners with **Use and Care** materials, our **MHH Education Curriculum** and **Capacity Building services**.



“Working closely with the South Sudan Red Cross, the Canadian Red Cross is working to increase equal opportunities for school-aged girls and young women to attend school in South Sudan. I was in South Sudan recently, where I heard and saw first-hand the positive impacts this program is having to support menstrual health. We are grateful to AFRipads for their critical and innovative work, without which our programming would not be possible.”

Kelsey Lemon, Vice President of International Operations at the Canadian Red Cross.



Canadian Red Cross

“We partnered with AFRipads to provide menstrual kits that incorporated AFRipads reusable pads, because they can be used for a longer period of time than other pads. This is crucial for women and girls who cannot easily afford disposable pads on a monthly basis.”

Deborah Peter, Menstrual Hygiene Programme Manager, IRC Nigeria



GLOBAL LTAs FOR UN-BASED ORGANIZATIONS

In 2022, AFRipads secured two Long Term Agreements (LTAs) allowing any UN-based organization to partner with us, and supply our Menstrual Kits, in a more direct and efficient way.

- 3-year Global LTA with the International Organization for Migration (IOM)
- 3-year Global LTA with UNFPA and UNICEF based out of Copenhagen



Please ask your AFRipads Partnership Representative for more information about our multiple global LTAs.

Where We Work



AFRipads has over a decade of experience shipping our products across Africa and beyond. We are experts at navigating complex shipping logistics and ensuring our products can reach women and girls in need of menstrual solutions.



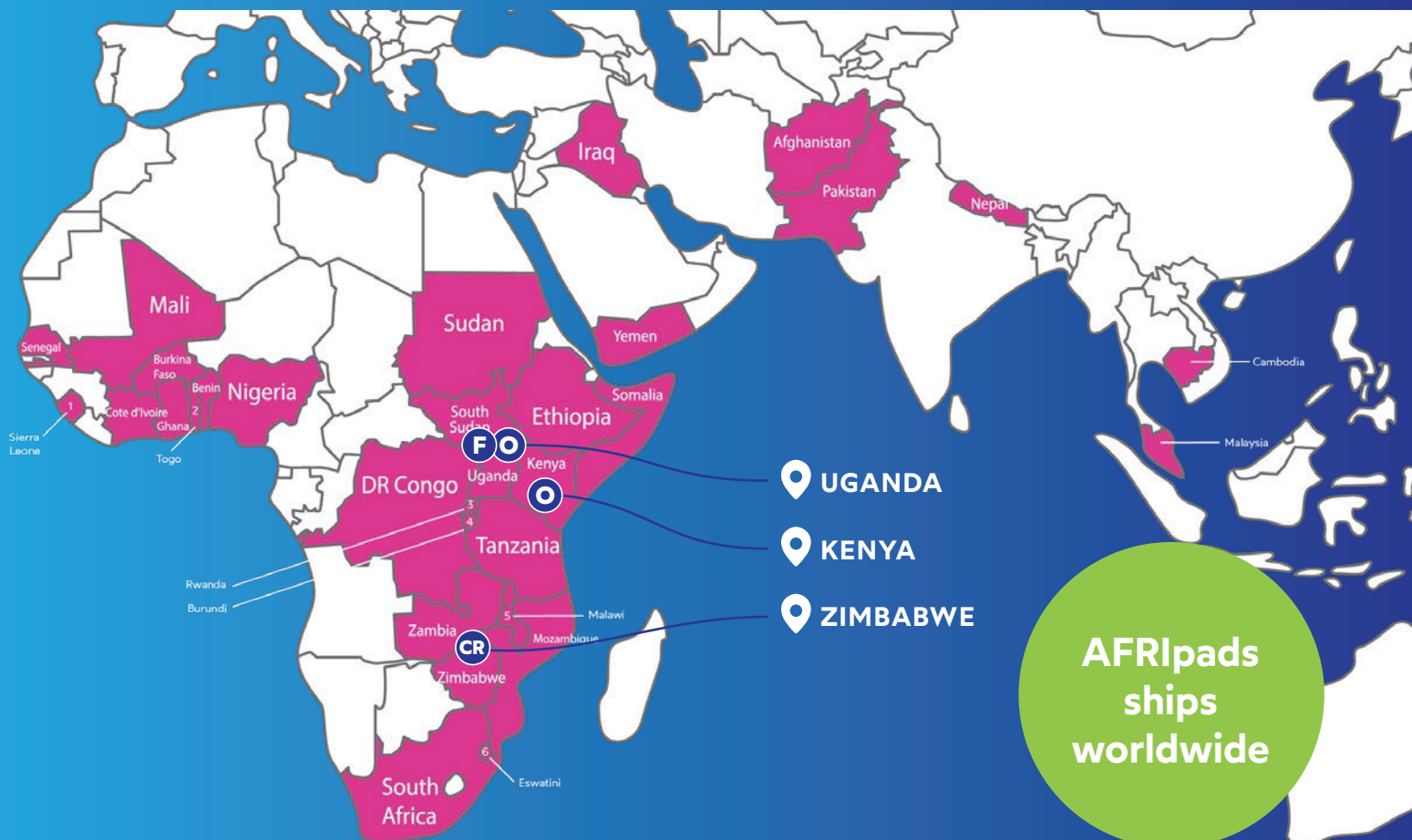
To date, AFRipads has worked in collaboration with over 200 humanitarian and development organizations around the world. These partners include OXFAM CAR, UNHCR Uganda, IOM South Sudan, ICRC Kenya, Plan International and Norwegian Refugee Council.

CR Country Representative

O Office

F AFRipads Factory

■ AFRipads distributed



Our Partnership Teams are located in Uganda, Kenya and Zimbabwe. Each team member is individually responsible for specific countries and regions across Africa and worldwide. Please reach out to us, referencing the country you work in, and a representative with in-depth knowledge of your region will be in touch.

AFRIPads Menstrual Kits

Product Range

- AFRIPads is a pioneer of the menstrual health movement and the leading manufacturer of reusable sanitary pads across Africa.
- Drawing on a decade of experience and user feedback, AFRIPads now offers a complete Menstrual Health and Hygiene (MHH) solution that drives sustainable impact through our reusable sanitary pads, underwear, MHH Education Toolkit and Data Collection Toolkit.
- Through continuous research and innovation, our in-house design team developed a range of menstrual kits tailored to the needs and preferences of women and girls across various development and humanitarian settings.



SUPER MAXI PAD

Heavy flow

Longer pad with extra coverage at the back

34x13cm, 21cm wing span



MAXI PAD

Medium to Heavy flow

Highly absorbant, preferred for daytime

28x8cm, 18cm wing span



MAXI PAD

Light flow

Smaller pad, optimal for girl or light flow

23x7,5cm, 16,5cm wing span



CARRYING POUCH

Designed to carry clean and used pads

13,5x9,5cm

Standard 6-Pack

- 1x SUPER MAXI PAD 5x MAXI PAD
2x CARRYING POUCH

- Comprehensive Kit that gives optimal protection and convenience
- Widely accepted and most preferred Menstrual Kit in humanitarian relief programs



Standard 4-Pack

- 1x SUPER MAXI PAD 3x MAXI PAD
1x CARRYING POUCH

- Basic Kit that provides the minimum number of pads required
- Cost-effective solution to optimize your budget



Schoolgirl Kit

- 1x SUPER MAXI PAD 2x MAXI PAD
2x MINI PAD 2x CARRYING POUCH

- Designed in collaboration with schoolgirls
- Introducing our NEW Mini pad, ideal for lighter flow and faster drying time



?-Pack

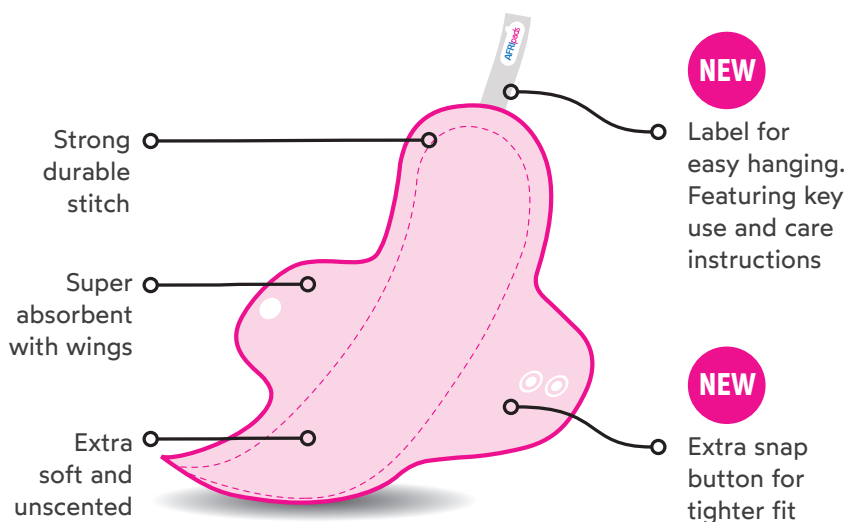
Build a Custom Kit by selecting any combination of pads to suit your needs. Minimum order quantities apply.

AFRIPads
Reusable Menstrual
Kits are Quality
Certified



AFRipads Menstrual Kits

Product Specifications



DURABILITY

- Reusable for 12+ months
- Only 1 distribution per year
- High-tech durable construction



DESIGN

- All-in-one design with wings and buttons for simple fastening
- Easy fold and carry
- Developed through User Centered Design



MATERIAL & FUNCTION

- Advanced stay-dry top layer
- Ultra-absorbent core layers
- Anti-leak security layer

Why Reusable Pads?

Cloth has been used by women and girls as a traditional menstrual solution for centuries.

At AFRipads, we are true believers that when you innovate this simple method into a certified product, the impact is transformational.

The average woman will have **400 periods in her lifetime**. That means she will spend over **3,500 days of her life menstruating**. Yet for millions, the monthly cost of single-use menstrual products is simply unaffordable. Reusable pads can be washed, dried and used again for a minimum of 12 months making them a **highly cost-effective solution**. To put it into perspective, one AFRipads Standard 4-pack is three times more affordable than a year's supply of disposable pads.

For an organization, this means **lower procurement costs**, combined with **simplified and more affordable logistics** as only **one distribution moment per year is required**.

Reusable pads are also **more environmentally friendly**. On average, a menstruating woman or girl will use around 200 disposable pads a year. As a result, single-use menstrual products create enormous waste challenges, which can be exacerbated in humanitarian settings due to under-developed waste management infrastructures.

Since 2010,
AFRipads Menstrual
Kits have averted
29,603,127
kilos* of waste
from disposable
sanitary pads.

*Assumes that users of AFRipads Menstrual Kits would otherwise use 15 disposable pads per month over a period of 12-months.

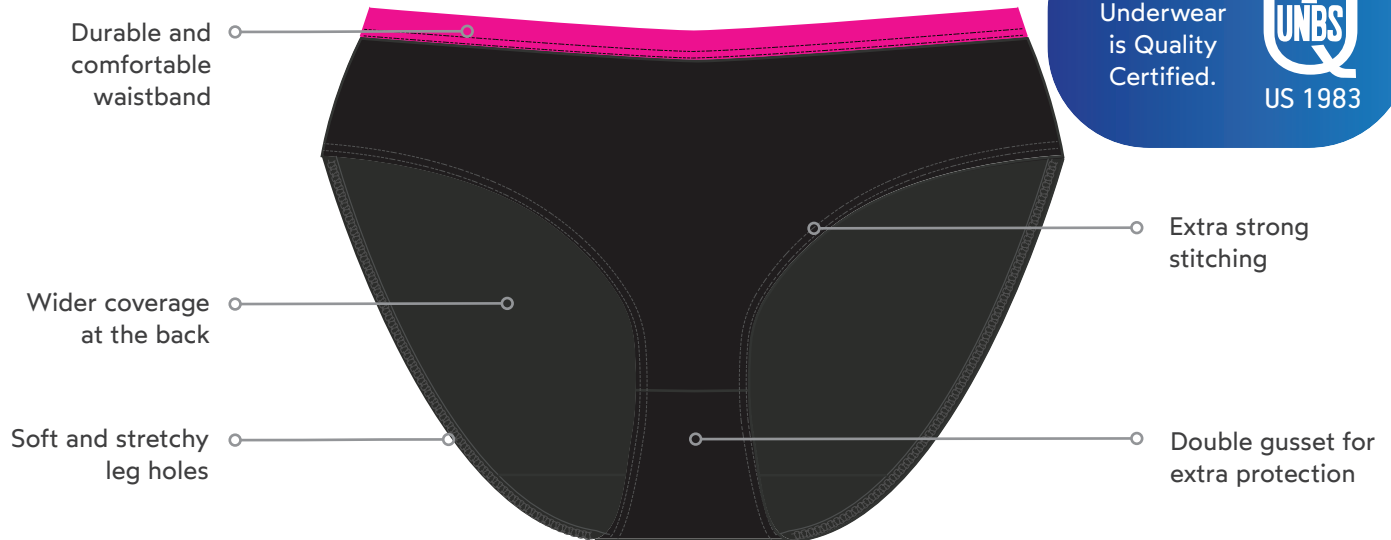
AFRIPads Underwear



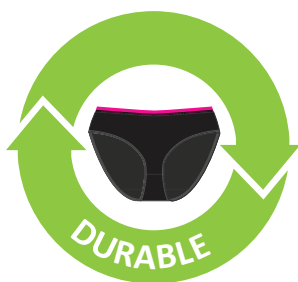
At AFRIPads, we are passionate about menstrual health solutions that lead to period dignity. One of the many ways we do this is through product innovation and design — beyond pads!

Product Range

AFRIPads Underwear is unique



When Intertek tested AFRIPads Underwear against underwear typically procured by NGOs, it showed that:



Our underwear **stretches 20%** more than standard pieces of underwear without ripping. Therefore, it will **last longer** than typical underwear.



The fabric that our underwear is made with provides a **4-way stretch** to ensure optimum fit.



Our underwear can **stretch vertically 3 times more** than standard underwear. This stretchiness means that **for all shapes and sizes, coverage is guaranteed.**



Our underwear elastic **recovers back to 95% of its original form after 1 minute** of sustained stretch. This outperforms typical underwear and means that the elastics on our underwear will not degrade as fast and will **keep shape and strength for much longer.**



The majority of low-cost underwear is marketed as cotton but is actually 100% polyester. With our underwear you are guaranteed that it is **95% cotton and 5% spandex.**

AFRIPads Underwear



AFRIPads Underwear comes in **5 flexible sizes** where each size is designed to comfortably fit a wide range of body types. Well-fitting underwear helps pads to stay in place and contributes to comfort and period dignity.

Product Sizing

How to quickly and accurately identify the correct size

1. SUGGESTED SIZE RATIO BREAKDOWN

AFRIPads Underwear comes in 5 flexible sizes and each can comfortably fit a wide range of body types. Determining the underwear size requirements of a beneficiary group prior to a distribution is often not possible. A good starting point is the table below, which provides some common procurement size ratios for schoolgirls, women and general (mixed) distributions. These ratios can be further optimized when more information about the recipients is available.

Upon distribution, our AFRIPads **Underwear Sizing Tape** makes it quick and easy to determine the optimal size for each individual.

	XS	S	M	L	XL
Schoolgirls (age 9–14)	30%	45%	20%	5%	0%
Schoolgirls (age 15–24)	10%	25%	40%	20%	5%
Adult women (age 24+)	10%	20%	30%	30%	10%
General distribution (equal mix of schoolgirls and adult women)	5%	25%	40%	20%	10%

2. UNDERWEAR SIZING TAPE

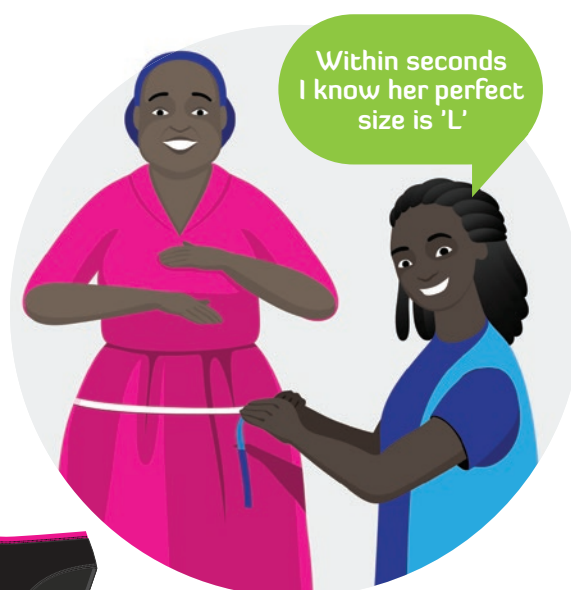
Our Research and Design team developed the AFRIPads **Underwear Sizing Tape** to solve a common distribution challenge of women and girls receiving the wrong size underwear that does not fit properly or cannot be worn at all. This easy-to-use tool takes away the guesswork. Practically speaking, this results in a better fit and less sizing errors during distributions.

How to use it?

Simply wrap the tape measure around the hip (10 cm below the belly button) and read the correct size.

How to get it?

You will receive your FREE Underwear Sizing Tape with every order of AFRIPads Underwear. Get in touch with us today to find out more.



AFRipads MHH Education Toolkit



We believe that pairing our reusable menstrual kits with an education toolkit is essential for improving Sexual and Reproductive Health and Rights (SRHR) knowledge, breaking menstrual barriers, addressing taboos and improving MHH worldwide.

Our MHH Education Toolkit is designed to function as an NGO capacity building tool, to effectively engage women and girls and create a space for learning and discussing menstruation.

Our in-house MHH Trainer can adjust our Training of Trainers (ToT) to meet the needs of your organization.

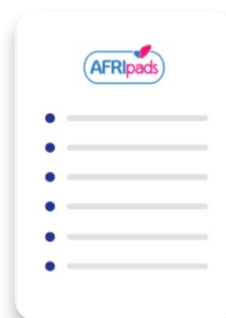
The AFRipads MHH Education Toolkit includes:



1 Training of Trainers (ToT) Guide



2 Flip Chart Package



3 Evaluation Tools



4 Participant Booklet



5 E-learning Training of Trainers (ToT)



6 Information Poster

In 2018, UNHCR Uganda (Mbarara Sub-office), in partnership with AFRipads, implemented a three month pilot intervention in three south-western settlements to test the appropriateness and acceptability of introducing reusable sanitary pads to schoolgirls in the refugee context. Product distribution (AFRipads Menstrual Kit with 4 reusable sanitary pads, underwear, soap and bucket) was accompanied by our Menstrual Health and Hygiene Training as well as instruction for the appropriate use and care of AFRipads.

“When first interviewed, 44% of the respondents said they did not know what their first period was when it happened and 50% percent of the girls reported that they did not have enough information about menstruation.

After the intervention, only 23% of participants indicated that they still felt that they did not have enough information about menstrual hygiene. In focus group discussions, when asked about the MHH training they received as a part of the intervention, girls responded very positively using words like “helpful” and “correct”.

Although the training had taken place several months earlier, the girls appeared to have retained the information.

Source: UNHCR, Pilot study findings on the provision of hygiene kits with reusable sanitary pads, 2019



AFRipads Data Collection Toolkit

- We know how important it is to make data-driven decisions, and to build the evidence-base for menstrual health programming.
- The AFRipads Data Collection Toolkit is a practical M&E tool designed for NGO practitioners working in the development or the humanitarian context who want to better understand the menstrual hygiene practices, challenges, and needs of their target group.
- The Data Collection Toolkit also provides tangible evidence of the effectiveness of your intervention with AFRipads products and MH education.

The AFRipads Data Collection Toolkit includes:



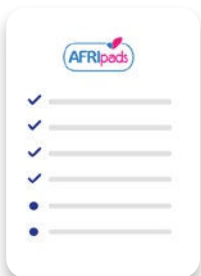
1

10-Step-Guide on How to Plan and Execute Your MHH Data Collection



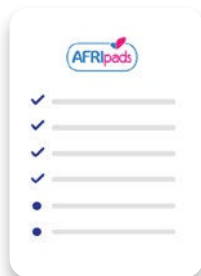
2

Visual Aids



3

Baseline Survey



4

Endline Survey



5

Sample Focus Group Discussion Guide



6

Sample Consent Forms



7

Menstrual Practice Needs Sub-Scale Scoring Sheet

“We were impressed with AFRipads’ unique approach where education and knowledge is freely shared. We also like that AFRipads takes it a step further with the data collection toolkit, which helps organizations measure the impact of MHH interventions.

Clarisse Kemby, Public Health Promotion Officer at OXFAM CAR



“Reusable pads (AFRipads) are highly acceptable to young women and girls in Mozambique. Beneficiaries reported a high rate of satisfaction (98%) with AFRipads Menstrual Kits and appropriate use of AFRipads reusable pads overall, validating AFRipads Menstrual Kits as an acceptable product choice for women and girls in the project site.

IOM Mozambique, *Piloting reusable sanitary pads in Cabo Delgado, Mozambique: Key Findings, 2022.*



Compliance and Policies



AFRIPADS adheres to Standard Operating Procedures (SOPs) to ensure we are working in accordance with industry regulations, within the law and to promote best practices for our products, our people and operations.



PRODUCTS:

We are firm believers in assuring product quality through routine checks with regulatory bodies and independent third parties.

PEOPLE:

Respect for human rights is fundamental to the sustainability of AFRIPADS Uganda Ltd and the communities in which we operate. In our Company and across our system, we are committed to ensuring that people are treated with dignity and respect.

POLICIES:



Respect for Human Rights



Valuing Diversity



Safe and Healthy Workplace



Workplace Security



Competitive Work Hours, Wages and Benefits



Forced Labor and Human Trafficking



Child Labor

AFRIPads Impact



Since 2010, AFRIPads has grown from a 3-person start-up to an award winning social enterprise that remains committed to improving menstrual health for millions across Africa and beyond.

Here are some of our proudest achievements:



We have reached over

5 million

**WOMEN
AND GIRLS**

with our AFRIPads Menstrual Kits

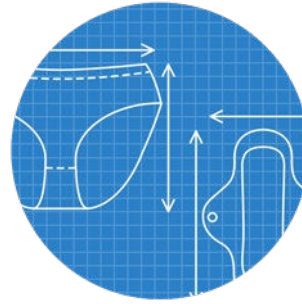


Schoolgirls have attended

19,318,010

**MORE DAYS
OF SCHOOL**

because of the use of
AFRIPads Menstrual Kits



Our dedicated R&D team
has developed

1,000s

OF PROTOTYPES

to ensure our menstrual
products are accepted and
appropriate in varying hu-
manitarian and development
contexts



We have built capacity on
MHH knowledge for NGO
staff, teachers and communi-
ty health workers across

11 countries

through our MHH
Education Toolkit and
Training of Trainers

We have
partnered with over

200
ORGANIZATIONS

around the world
to improve
menstrual health



We help break menstrual
taboos by developing
culturally applicable
tools. Our MHH Educa-
tion Toolkit is available in

4

LANGUAGES

including a new
translation for the
Middle Eastern context.



We contribute to over 6 Sustainable Development Goals



Our Management Team, Supervisory Board and Investors

AFRipads Management Team in Africa



JORIS BOON
CEO



BENJAMIN MPUMWIRE
Head of Finance & Human Resources



GIHAN DE SILVA
Head of Production & Supply Chain

AFRipads Supervisory Board

Our international, non-executive Supervisory Board includes professionals with expertise ranging from international women's issues, to fast moving consumer goods, to finance. Our Supervisory Board is passionate about empowering women and girls, menstrual health, and social business in Africa.



RENE VAN DE WOLFSHAAR
Chairman



MARK HOLLADAY
Board Member



KONSTANZE NEUERBERG
Board Member



CRISTINA LJUNGBERG
Board Member



BIRGIT WENZ
Board Member

Invested in AFRipads for Impact

AFRipads' investor includes professional impact investors, family foundations and individual investors, largely based in Europe and North America. Our investors are motivated by a shared commitment to improving menstrual health and dignity by leveraging social business principles to deliver AFRipads' reusable menstrual products and supportive services to women and girls across Africa and beyond.

Awards and Media



AFRIPads' work as a leading social enterprise and as a pioneer of the menstrual health sector has been recognized globally by various awards. These include:

MERITORIOUS SERVICE CROSS

Our founders, Sophia and Paul Grinvalds, were awarded the Meritorious Service Cross by the Government of Canada in 2021. This civilian award issued by the Governor General of Canada recognizes great Canadians for exceptional deeds accomplished over a limited period of time that bring honour to Canada. Sophia and Paul were recognized for their extraordinary work with AFRIPads and its life-changing impact for millions of women and girls.



POWER TOGETHER

In 2019, AFRIPads was amongst a group of organizations to receive the POWER, TOGETHER award for ending the stigma of menstruation.



KERING FOUNDATION

AFRIPads co-founders Sophia and Paul Grinvalds were awarded the Social Entrepreneurs Award by the PPR Foundation for Women's Dignity and Rights.



WOMEN DELIVER

AFRIPads was recognized on Top 50 List of Ideas and Solutions Improving the Lives of Girls and Women Worldwide.

Media get in touch with us to share our MHH knowledge in order to improve the global understanding of menstruation.

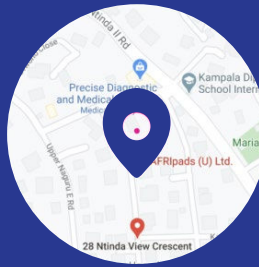
Here are some of the many publications that have covered our work and impact.



17

Contact Us

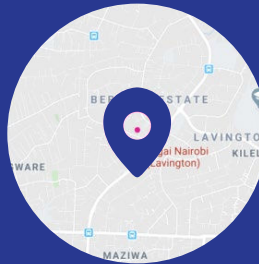
Want to find out more about our partnerships, pricing, shipping options or distribution opportunities?



UGANDA

AFRIpads Uganda Ltd.
Plot 28 Ntinda View
Crescent Naguru,
Kampala

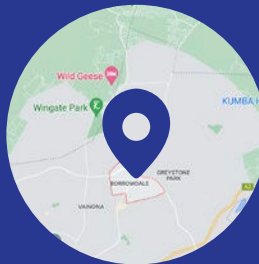
+ 256 (0) 392 174 561



KENYA

SoSure AFRIpads Ltd.
Ikigai Lavington, 2nd Floor
90 James Gichuru
Nairobi

+254 (0) 799 320 785



ZIMBABWE

Borrowdale,
Harare

+263 (0) 782 726 946

www.afripads.com

info@afripads.com