



# AFRIpads Company Profile

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# 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 quality 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.



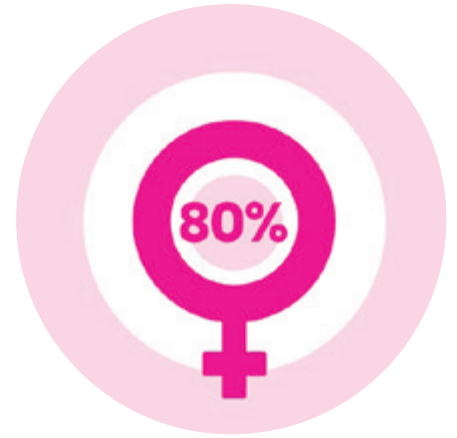
**2017**

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 those 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. We bring unskilled workers, mainly women, from the neighboring villages into the formal economy, creating much needed jobs and contributing to Uganda's development.

Working with AFRipads means the opportunity to gain financial independence, while acquiring technical and business skills that they carry forward for life. This has a transformative impact on the employees, their families, and the community.

## Free menstrual health and hygiene training

Alongside products and evidence, training and education is critical for the success of not just the reusable pad market but for our customers and the girls and women who use the products. We provide a variety of education tools free of charge to help break misconceptions and stigma around menstruation.

## 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 local people from marginalized backgrounds, a majority of whom are women. 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**



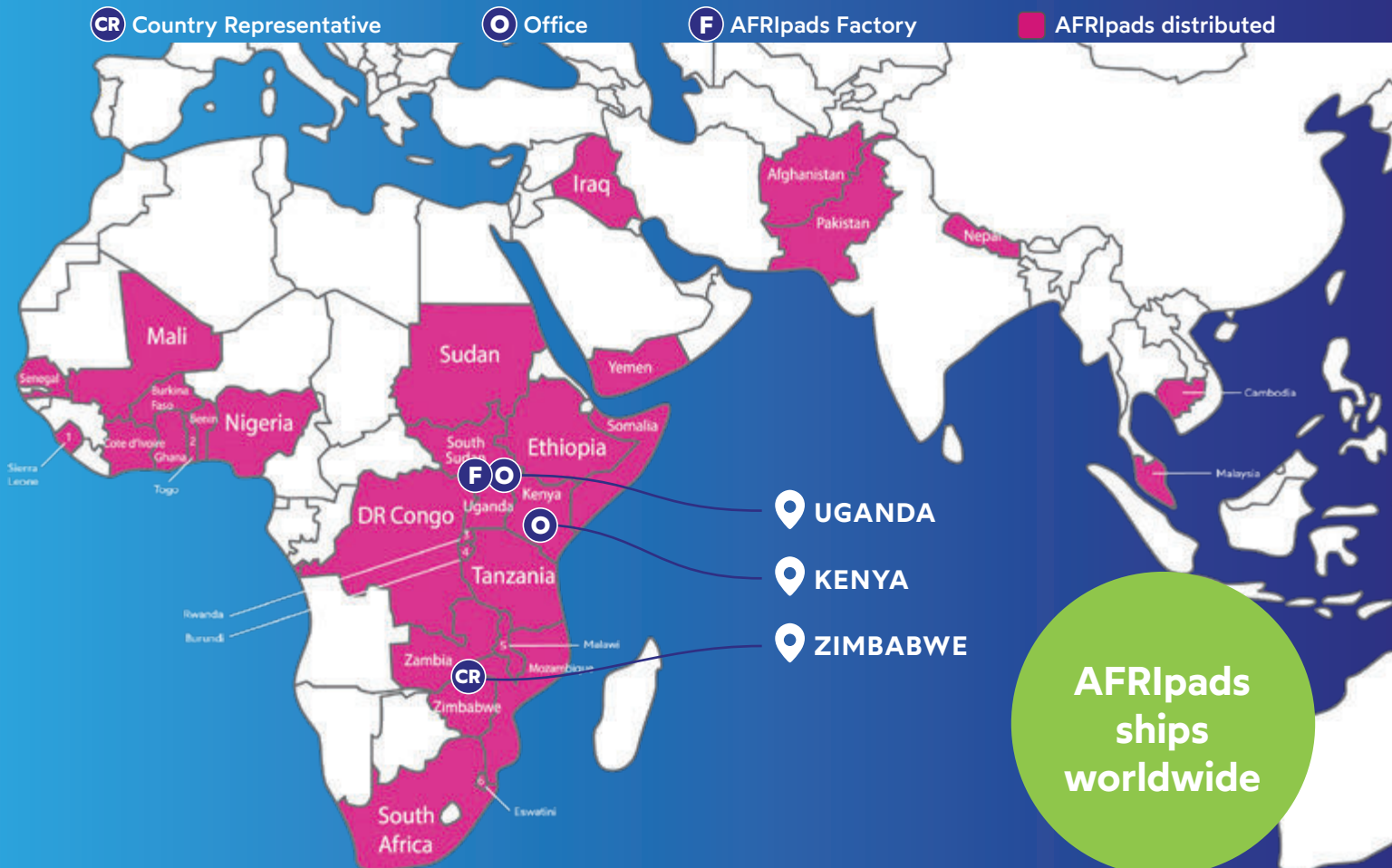
**COMPETITIVE SALARIES AND HEALTH INSURANCE FOR ALL EMPLOYEES**

# 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.



AFRipads has served or partnered with more than 200 organizations around the world. These include UN agencies, iNGOs, local NGOs, family foundations and corporates.



Our sales and 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 and sector will be in touch.



# How To Work With Us

At AFRIpads, we recognize that if we want to build momentum to improve Menstrual Health and Hygiene (MHH) worldwide, the power lies in collaboration.

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.



## 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 Representative for more information about our multiple global LTAs.

## 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 underdeveloped waste management infrastructures.

# Our AFRIpads Partnership Opportunities

Besides sales to the development and humanitarian sectors, AFRIpads also focuses on impact and building the market through strategic and commercial partnerships. These partnerships can raise the profile and impact of AFRIpads and the partners, and ultimately help to build the reusable pad market. This in turn supports us in achieving **our social mission of improving the livelihoods of vulnerable girls and women.**



## CSR

Any corporate looking to positively impact a schoolgirl or women's organization can run a **campaign** with us where AFRIpads can support on identification of a recipient group, purchasing of kits or custom packs, PR, event planning and execution, and training at the distribution. We can also work with your marketing and sales team to run a 1 for 1 campaign on your own products where for every product you sell, we donate a kit to an organization of your choosing. The opportunities are endless and it's a win-win-win for all involved.

## OUR WORK WITH THE AFRIPADS FOUNDATION

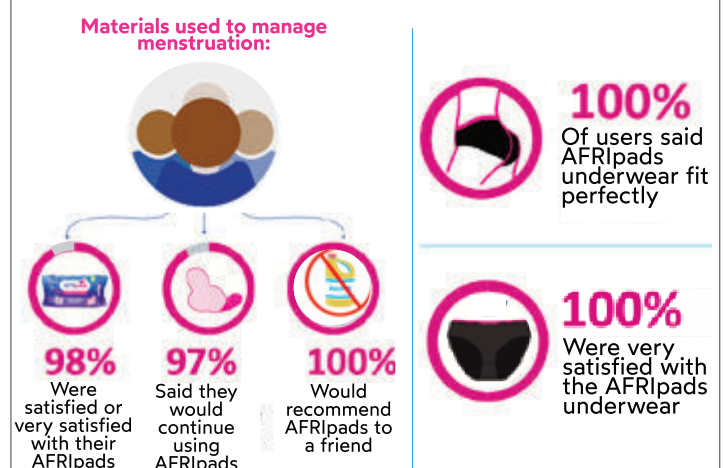
Thanks to many years of partnership with the AFRIpads Foundation and their corporate and family foundation donors, we are able to facilitate the donation of around 20,000 menstrual kits per year to smaller organizations in East Africa who would normally not have access to menstrual products for the girls and women in their programs. Find them at [www.afripadsfoundation.org](http://www.afripadsfoundation.org)



## PILOT PROJECTS

We have participated in more than 12 pilot projects and research studies, including with [IOM](#), [Red Cross](#) and [UNHCR](#), which not only resulted in more menstrual products in the hands of girls and women who took part, but contributed greatly to the strategic mission of advocating for affordable and accessible menstrual products. Results show that AFRIpads products are preferred, safe and highly effective. This makes us a welcomed partner in MHH interventions.

### Endline Experience





# 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 and absorbency

34x10cm, 20cm wing span



**MAXI PAD**

Medium to Heavy flow

Highly absorbant, preferred for daytime

28x9cm, 18cm wing span



**MINI 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
- Includes the Mini pad, ideal for lighter flow and faster drying time



### ?-Pack

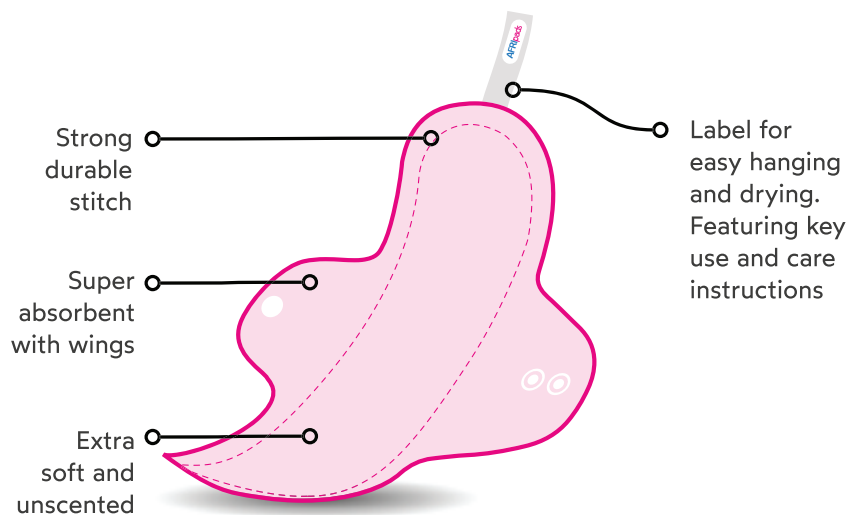
Build a Custom Kit by selecting any combination of pads to suit your needs.

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

“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.***



# 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!

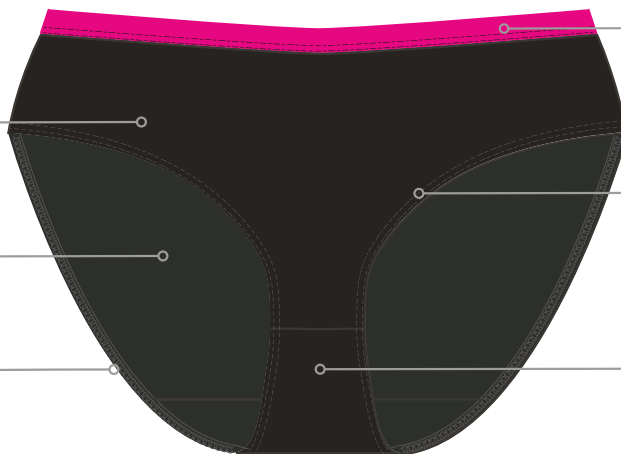


## AFRipads Underwear is unique

Made out of 95% cotton and 5% spandex

Wider coverage at the back

Soft and stretchy leg holes



Durable and comfortable waistband

Extra strong stitching

Double gusset for extra protection



## Size and Order Guidance

	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%

### 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 seen here, which provides some common procurement size ratios for schoolgirls, women and general (mixed) distributions.

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

### How to use it?

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





# 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.

## The AFRipads MHH Education Toolkit includes:



**1** Training of Trainers (ToT) Guide



**2** Flip Chart Package



**3** Evaluation Tools



**4** Participant Booklet



**5** Digital Training of Trainers (ToT)



**6** Information Poster

In 2022 we started our **online monthly training** for partners, pre and post **training tests** and issuing of **training certificates**. Our in-house trainer can also provide customized in-person trainings.



“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**



Our MHH Education Toolkit and Use and Care videos are available in more than

5  
LANGUAGES

GIRL TALK

French, Swahili, Luganda, Portuguese, Arabic and local languages.

# 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



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.



We train on average

**5000**

**PEOPLE**

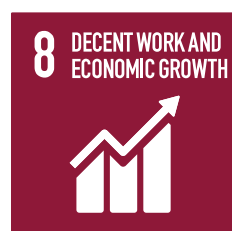
each year through our  
training of trainers (virtual  
and in-person), pilot project  
trainings and custom  
beneficiary trainings

## Economic Impact of our AFRipads Factory

The recent completion of a 5-year economic impact study of our factory by the University of British Columbia showed that the jobs created and infrastructure built in rural Uganda contributed to a **22 point drop** in the gender equality gap, a **6% increase** in girls school attendance, and 30% of respondents reported an **increase in overall savings**. This means that the impact of the factory extends well beyond skilling and the immediate employees but also assists in the transformation of the region.



## We contribute to at least 6 Sustainable Development Goals





# AFRipads Leadership



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.

## Compliance and Policies

### 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
- ✓ Workplace Security
- ✓ Valuing Diversity
- ✓ Competitive Work Hours, Wages and Benefits
- ✓ Safe and Healthy Workplace
- ✗ Child Labor
- ✗ Forced Labor and Human Trafficking

## AFRipads Management Team in Africa



**JORIS BOON**  
CEO



**BENJAMIN MPUMWIRE**  
Head of Finance & Human Resources



**MICHELLE TJEENK WILINK**  
Head of Partnerships & Communications



**GILLIS WESSELMAN VAN HELMOND**  
Chief Commercial Officer

## AFRipads Supervisory Board



**RENEE VAN DE WOLFSHAAR**  
Chairman



**MARK HOLLADAY**  
Board Member



**BIRGIT WENZ**  
Board Member



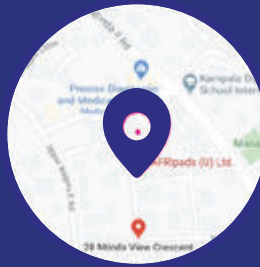
**RUTGER POTTER**  
Board Member

## Invested in AFRipads for Impact

AFRipads' investor base includes 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.

# Contact Us

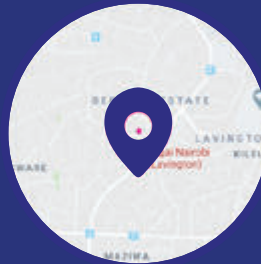
Want to find out more about our products, training, pricing, or distribution opportunities?



## UGANDA

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

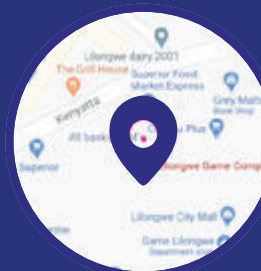
+ 256 (0) 392 174 561



## KENYA

Applewood Adams Building  
8th Floor, Suite 807  
Ngong Road, Nairobi

+254 (0) 721 615 402



## ZIMBABWE

Borrowdale,  
Harare

+263 (0) 782 726 946

[www.afripads.com](http://www.afripads.com)

[info@afripads.com](mailto:info@afripads.com)

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.

