



Press Release: 28 September 2006 – for immediate release

New website launched for nearly new baby items in SW London

A new website, www.nappyvalley.co.uk is launched today to provide a local online marketplace for buying and selling good quality, nearly new baby items.

The Nappy Valley website is simple and easy to use. Its unique feature is a distance calculator which allows buyers to search for items close to where they live. By selling to a local market, sellers are saved from the hassle of packaging and postage.

The site's emphasis is to encourage trading of premium branded products from companies such as Bugaboo, Bumbo, Stokke and Phil & Ted's. Such items cost a small fortune to buy new, but luckily are very resistant to wear and tear and hence command high second-hand values.

Joanna Pearce, MD of Nappy Valley, said: "I had the idea for the website while wandering down the Northcote Road in Battersea. If you know this area, you will know that if you are not pushing a pram, you are in the minority! With so many families living in such close proximity, I thought there must be scope for a 'localised Ebay' specialising just in baby items".

The site is free to browse and it is just £2 to place an ad. As a special introductory offer, the first ad you place is free and the people who post the first 250 paid for ads will receive a complimentary 'Baby on Board' sign for the car.

To browse the site or to place an ad, log on to www.nappyvalley.co.uk.

For any additional information, logos and photos, please contact Joanna Pearce (Managing Director) on 07801 294919 or email jo@nappyvalley.co.uk.

Note to editors

Nappy Valley is defined as an area where young couples with primary and pre-school aged children are migrating to. The south London baby hinterlands around Clapham, Balham and Wandsworth Common are often nicknamed 'Nappy Valley' – this is where the company is based.

