

windeln.de on road to success: 30,000 mothers and fathers already shop for diapers and baby products online

- 4,400 products from more than 100 brands
- More than 30 per cent of orders already from regular customers
- Growth market: sales growing by 30 per cent per month

Munich, 17 May 2011 – Shopping for diapers is not one of the great joys of parenthood: it involves regularly navigating supermarket aisles with bulky packets of diapers and then heading home laden with purchases. This was an experience Konstantin Urban, Alexander Brand and Dagmar Mahnel were all too familiar with. As a result, the three founders from Munich proceeded to come up with a solution for stressed mothers and fathers: thanks to the online shop windeln.de, parents can conveniently order the everyday baby products they need from home. Delivery takes one or two days. At present, around 30,000 customers use this service.

“Over 30 per cent of all orders are already from regular customers,” states Konstantin Urban, the co-founder of windeln.de and himself father of two children. “Our sales are currently growing by 30 per cent each month. That demonstrates to us the great demand among new parents for our service. Instead of spending time going shopping, they can spend it on themselves and their family.”

windeln.de has the largest range of baby care products for everyday needs of any German online retailer. Products range from diapers, baby wipes and baby care products to baby food. Organic products as well as maternity and breastfeeding items are also available from the site. windeln.de offers a total of more than 4,400 products from over 100 brands. By the end of the year, the range is to be expanded to 6,000 products, and there are plans to add additional categories. To date, there is no comparable service in Germany.

For parents, ordering online is not only more convenient, but often saves money, especially when they are able to buy in bulk. “Baby products are ideally suited for stocking up, making them perfect for online shopping as well,” Urban says. “They are generally easy to store, and parents can plan how much they will need in the long term.” And delivery is free on orders over 49 euros. windeln.de also regularly offers special product deals that are usually not available in stores.

At windeln.de, satisfied customers who tell their friends and help the company attract new customers benefit from a unique referral program. New customers who have been referred by regular customers receive a discount of 10 euros on their first purchase. The referrers benefit over the long term: with every purchase made by the new customer, they receive a one-euro credit on their own customer account. Currently, regular customers send around 500 email referrals each week. windeln.de has been online since October 2010. Alongside the management team and a number of business angels, High-Tech Gründerfonds, British venture capital company DN Capital and Acton Capital Partners have also invested in the business model. The company currently employs twelve members of staff.

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About windeln.de

windeln.de is Germany's largest online shop for everyday baby products. The internet retailer offers more than 4,400 products from over 100 brands, which young parents can order from the convenience of their own homes. Products range from diapers, baby wipes and baby care products to baby food. Organic products as well as maternity and breastfeeding products are also included in the range. windeln.de was founded by Konstantin Urban, Alexander Brand and Dagmar Mahnel in October 2010. The company, which is headquartered in Munich, currently has twelve employees.