

DIA's Journey

In 2020 two enterprising South African business women, Yolandi Barrett and Trish Brandt, applied their years of knowledge and experience in clothing manufacturing, textiles and pattern skills to meet the growing demand for sustainable feminine hygiene products.

After extensive research and development, they created the DIA reusable bamboo sanitary pad to contribute toward a sustainable zero-waste period. Consequently, DIA has received the backing of a textile mill in KwaZulu-Natal, Fibre 2000, which supplies DIA exclusively with its knitted bamboo fabric.

In addition, DIA has garnered the interest of two leading corporations in the Western Cape:

Remgro has sponsored schoolgirl menstrual management trials in disadvantaged communities, and through Pick n Pay's Corporate Social Investment programme, DIA has received direct sponsorship from the Ackerman Family Foundation to supply an entire school with DIA reusable sanitary pads.

Vision

Introduce DIA reusable sanitary pads to the market, promote the advantages over single-use pads, and raise awareness about our environmental responsibility.

Through this, obtain substantial orders and set up local manufacturing facilities dedicated to producing consistently high-quality, fit-for-purpose products (compliant with SANS 1812).

Mission

DIA aims to use fabrics that are sustainable, eco-friendly and cost-effective. We shall produce the pads in South Africa to positively impact employment and help reduce the carbon footprint. Furthermore, our production facilities must accommodate the growing demand for reusable pads. Lastly, the quality of our product will always be our highest priority.

DIA wants all women to have adequate, safe and sustainable period pads. We want to play a role in the change from using single-use to reusable products. We want to become the desirable alternative solution and increase sustainability awareness.

Initially designed and tested for personal use, we went on to develop the DIA pad for a broader consumer base. Cost-effectiveness remains our top priority without compromising on quality and comfort. We source all the components locally to ensure a smaller carbon footprint and can boast that both the bamboo fabric and the pads are proudly made in South Africa.

When you change from single-use sanitary products to DIA reusable pads, you will positively impact our environment.



dia

The **REUSABLE** bamboo sanitary pad