



## **ASX ANNOUNCEMENT**

Monday, 29 August 2011

### **METCASH & THE NATIONAL CHILDBIRTH TRUST TO OFFER LITTLE TAKAS**

EcoQuest's (ASX: ECQ) *Little Takas* nappy and baby wipes range has extended its presence in both the Australian and UK markets with the addition of product to the Metcash network and the National Childbirth Trust (NCT) online store in the UK.

Metcash, Australia's leading marketing and distribution company in the grocery, liquor and hardware wholesale industries, will include the *Little Takas* nappy and baby wipes in its national distribution network, which gives the company's 1,300 IGA stores easy access to ordering and receiving product.

In addition to stocking and distributing through its national warehousing and logistics supply chain, Metcash will now also be promoting the *Little Takas* biodegradable disposable nappies and baby wipes to all of its IGA stores.

"This agreement is a major step forward in fast-tracking our national retail presence as many IGA stores prefer to deal with Metcash for all their products rather than with individual suppliers," EcoQuest's global managing director Mr Keith Herbert said today.

"We are confident that this operational support and marketing assistance from Metcash will increase our shelf presence right across Australia, enabling us to bring our products closer to our customers", he continued.

The NCT is the UK's largest charity for parents and campaigns as the voice for parents on parenting issues including the emotive issue of the environmental impact of disposable nappies. With 100,000 members in the UK, the NCT's website and on-line store ([www.nctshop.co.uk](http://www.nctshop.co.uk)) receives more than 1.9m visits each year and the *Little Takas* nappy and baby wipe range will now be available to purchase through the on-line store.

Speaking about the associations Mr Herbert said "We are very proud to be associated with such a highly regarded charity as the NCT and this association confirms our vision of *Little Takas* as an international proposition. Due to the common environmental issues that consumers face in developed markets, we feel there is no better place to start in the UK than with a relationship with the NCT.

"We recognise that easy access to the world's only 90 per cent biodegradable is not only critical to the success of EcoQuest's sales strategy, it is also important if we are to build a more sustainable future for our children.

"Conventional nappies are a major threat to the environment and the *Little Takas* range is a major breakthrough in mitigating that threat," Mr Herbert added.

**-ENDS-**

## **About EcoQuest**

Eco Quest Limited (ASX: ECQ) is a globally focused clean technology business based in Perth, Western Australia, and is listed on the Australian Stock Exchange (ASX: ECQ).

EcoQuest is focused on developing and applying the latest technologies to create products with improved environmental benefits, but still maintaining excellent consumer performance.

The main product in the EcoQuest range are the Little Takas 90% biodegradable nappies designed for composting, which combines all the performance benefits of current market leading nappies with additional benefits for babies and our environment.

EcoQuest nappies have been tested in accordance with ISO 14855-1:2005. At the conclusion of six months independent scientific testing, the nappies achieved 90% of the maximum theoretical value for biodegradation.

The Little Takas nappy range and bamboo baby wipes are sold in Australia.

For more information about EcoQuest visit its corporate website at [www.ecoquest.com.au](http://www.ecoquest.com.au)

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