

[Underwear Remade to WAU]
 [Scientific field]
 [559248-2904]









Underwear Remade to WAU

Wundies AB/ Wundies Production AB.

The company was established 2014, when we together with The Swedish School of Textiles in Borås, developed a Washable Absorbent Underwear. It has an inbuilt absorbent pad and after usage the garment is washed- dried and can be reused 100 times. The assortment includes several models for female as well as for male users. The underwear serves the purpose to absorb urine and is used when you have “little leaks”. Situations like at the gym jumping or lifting heavy objects. Also when having a cold and cough lot. We have a period pant as well but not yet launched. The market for sustainable solutions like this is growing rapidly. By using reusable products like Wundies instead of disposables, the main consumer benefits are:

- “Normalization”, they use underwear instead of a “diaper”, pad or liner.
- Lowers her/his carbon footprint.
- Saves cost.

The current female assortment: 3 models, 2 absorption levels, in black and beige.
 With or without lace around the legs.
 Other colors are only available as MIDI

LACE		XS	S	M	L	XL	XXL	No lace
	MINI 30 ml 80 ml							
	MIDI 30 ml 80 ml							
	MAXI 30 ml 80 ml							
			30 ml 80 ml					
				30 ml 80 ml				
					30 ml 80 ml			
							XXL	

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Background to the Master Thesis.

Since we in the currently sold assortment already have decided what type of underwear and what type of design and fabric they are made of, some choose not to buy them due to that they prefer something else. For instance underwear made out of bamboo fibers or with an “odd” print, or from a specific brand. Many users prefer to match a bra to her underwear. This Master Thesis aims to change this and give the consumer “endless” of choices of Washable Absorbent Underwear

Goal, expected result.

We would like you to develop a system that works like this: The consumer buys “whatever” underwear she/ he prefer. They are sent to Wundies /(you) and rebuilt so they now include an inbuilt absorbing washable pad. After that they are send back to the consumer. One challenge is to have few designs of pads that can be sewn into as many models of underwear as possible. Also the cost, how can it be affordable? We want you to strive for having the system and prototypes finally to be used by humans to get feedback on real performance. It can be tested by menstruating or incontinent women or incontinent men.

A simile is when a new car is rebuilt to a specific purpose like an ambulance.

Points to cover.

- Find ways to assembly the components for the pad and next, the pad into the underwear
- All materials/ textiles added to the garment should be Oeko-Tex certified
- The pad should withstand 100 washes in 60degree Celsius
- Set the limits- minimum required numbers of pad designs vs. how many types of underwear you can fit them in, with good performance
- Set up a system that manages all parts, from customer order to remake to freight and payment

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- Involve our current supplier of underwear's in Estonia, or is there a more local company who can do the adaption/remake?
- An underwear that shows its performance in lab tests
- A packaging for the returned underwear
- Competitor/ market analysis/ search IP / legal aspects
- Cost calculations- Market potential
- LCA
- A system/ underwear that shows its performance in user tests
- Utilize your network to make this offer best in class
- Having fun!



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