

# UNICHARM honoured with OUTLOOK™ Asia Innovation Award 2018

14 March 2018



EDANA is pleased to announce Unicharm of Japan as the winner of the OUTLOOK™ Asia Innovation Award.

During the conference, companies shortlisted for the award were given time to present their innovation to delegates and the winner (selected by attendees) was announced during a walking dinner on the 1st evening of the conference. Unicharm were recognised for their *Moony Preemie*, a disposable diaper for low birthweight babies born with a birthweight of 2500 gr or less. This was developed to suit their special care needs by offering a perfect size and round shaped structure, a structure meeting "minimal handling" protocol, supervised by neonatologists and a cute design and colour on the diaper to brighten up the parents' feelings. Used in Japan, Thailand, Indonesia, Malaysia, Singapore, Vietnam, Myanmar, India, Taiwan and Australia.

Takahisa Takahara. President & CEO of Unicharm was honoured by the recognition of his

