

# Products



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**WE KEEP REINVENTING WHAT’S BEST FOR BABIES.**  
—  
Wolfgang Fargel, Dietmar Rainprecht,  
Oliver Morina-Schmidt

**Above all else, MAM baby products must be one thing: safe. Is it possible to maintain this high quality and still use more sustainable materials? Yes, thanks to our unending passion for research and development.**

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## INTERVIEW

### „WHAT WAS GOOD YESTERDAY MAY NEED TO BE OPTIMIZED AGAIN TODAY.“

The three employees of the MAM R&D Competence Center Wolfgang Fargel (Global Innovation), Dietmar Rainprecht (Sustainability/Strategic Projects), and Oliver Morina-Schmidt (Swarm Lead) talk about the close connection between innovation and sustainability.

#### Why is it important to develop sustainable products?

**Wolfgang:** The trend is clear. Parents demand sustainable baby products. MAM started down this path years ago. This fills me with confidence and pride.

**Dietmar:** For our plastic material, sustainability and the circular economy are of great importance. We want to use as much material from renewable raw materials as possible and minimize the consumption of fossil resources. At the same time, the health and safety of babies must always come first.

#### How are product innovations and sustainability related?

**Dietmar:** Climate change and pollution can only be tackled through innovation. Products must be designed to be recyclable and have a low environmental impact. To do this, we prepare life cycle analyses for our products from which we can derive the necessary measures.

**Oliver:** We need to shed old approaches and adopt new ways of thinking in order to create sustainable product innovations. The MAM Original Pure shows what can be created through intensive research and collaboration.

**Wolfgang:** It is important that sustainability is integrated into product development from the very beginning.

#### How do you integrate sustainability in your department?

**Oliver:** We ensure that sustainable ideas are quickly turned into products, in line with the motto “quality with speed.” That’s why we work with agility. What was good yesterday may need to be optimized again today. Sustainability will be even more important in the coming years.

**Wolfgang:** This is what our newly developed tool, the MAM Trend Radar, has shown us. This means that every new idea can be tested not only for quality and safety, but also for sustainability.

**Dietmar:** It is important that we always consider the entire value chain during product and packaging development. Sustainability has become an integral part of MAM.

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EXPERTS

work on the development of MAM products.

