

5-year AXF bag guarantee

UK guarantee | Purchases from 1 September 2026

We stand behind the construction and working parts of our bags during normal intended use. This guarantee protects covered function, not an as-new appearance.

Coverage at a glance: external and structural components are covered for 5 years; all internal components are covered for 1 year. Both periods run from the original purchase date. Bags bought before 1 September 2026 have different dates, explained in section 8.

This voluntary guarantee is additional to your statutory rights and does not limit them.

1. How to make a claim

Step 1 - Contact us before sending the bag

Email info@willandfinch.com with your proof of purchase, a description of the problem and how it arose, and clear photographs of the whole bag, the affected area and the fault close up. An email or text receipt, order confirmation, retailer receipt or other verifiable proof of purchase is acceptable. Original packaging and separate guarantee registration are not required.

Please report the fault within its applicable coverage period. The date of your first report is used, so assessment or repair after that period ends does not itself invalidate a timely claim. Stop using any affected strap or attachment if continuing could be unsafe.

Step 2 - Initial photographic assessment

Appears covered - subject to inspection. The information indicates a potentially covered fault.

Appears not covered. We explain the apparent exclusion and the reasons for our assessment.

Further investigation needed. We need more information or physical inspection before deciding.

A photographic assessment is preliminary, not a final confirmation. You may provide further information if you disagree with it.

Step 3 - Authorised return and inspection

Where a claim appears covered or requires further investigation, we will ask you to send the bag for physical inspection and provide the return instructions. Do not send it before receiving authorisation. Remove your belongings, pack the bag securely and keep proof of postage. The postage arrangements are in section 7.

Step 4 - Confirming the outcome

After inspection, we will explain whether the fault is covered and the next steps. Accepted claims are handled on a repair-first basis under section 6. Where a claim is declined, we explain why and will consider any further relevant evidence. No paid repair will be carried out without your agreement.

2. What is and is not covered

The periods below apply to bags purchased on or after 1 September 2026. Covered faults must arise during normal intended use. The specific exclusions and conditions in the following sections also apply.

Part / period	Included	Not included
External zips 5 years	Failure of main-compartment, expansion and external-pocket zip teeth, sliders, pullers or attachment stitching during normal operation.	Damage caused by forcing an overfilled compartment closed, trapped contents, snagging, impact, using the zip for lifting or other misuse.
Structural seams 5 years	Stitching unravelling or structural seams separating during normal carrying, packing and handling.	Damage caused by cutting, snagging, overloading or other excluded external causes.
Shoulder straps and handle 5 years	Functional failure of straps, the carrying handle, their reinforcement or their attachment to the bag.	Damage caused by excessive loading, cutting, crushing, snagging or using them for unintended lifting.
Integrated pram loops 5 years	Loop material or attachment stitching failing during correct, permitted use on a pushchair.	Damage caused by overloading, unsuitable attachment, trapping in the folding mechanism or other misuse.
Outer materials 5 years	Normal-use splitting, cracking or structural layer separation that compromises the bag's strength or function.	Cuts, punctures, snag tears, abrasion damage and cosmetic surface peeling. See sections 4 and 5.
Base of the bag 5 years	Covered material, seam or construction failure, including during ordinary placement on indoor floors, flat pavement or grass.	Cosmetic marks; damage caused by dragging on any surface or contact with rough, rocky, stony, protruding or sharp surfaces.
External fittings 5 years	Functional failure of external buckles, adjusters and other external working fittings during intended operation.	Finish wear, scratches, impact damage, crushing or misuse.
ALL internal components 1 year	Normal-use functional faults in lining, internal pockets, dividers, internal stitching, internal zips and internal fastenings.	Cosmetic fraying or pilling; damage caused by sharp contents or other excluded causes. No additional voluntary internal cover after year 1.
External-material water resistance 5 years	Loss of the stated water resistance or repellence of external materials during normal use. See section 4.	Loss caused by excessive surface damage or wear. Openings, zips and internal materials have no water-resistance cover under this guarantee.

Structural reinforcement and load-bearing seams remain structural components even where they are visible from inside the bag. Internal-pocket seams and fittings have the 1-year internal period. A main-compartment or expansion zip is an external component, not an internal-pocket zip.

A cosmetic mark or unrelated excluded problem does not cancel cover for a separate qualifying fault. Statutory rights remain unaffected, including after an internal component's 1-year guarantee ends.

3. Normal use and pram attachments

Everyday use

Normal use means everyday use as a changing bag and personal backpack, carrying ordinary baby-care items and personal belongings within the bag's intended capacity, while following the care and use instructions supplied for the model. It includes regular packing and unpacking, normal operation of compartments, and carrying by the intended straps and handles.

Do not overload or overfill the bag, force compartments closed, or pack items so that excessive strain is placed on the seams, zips, straps or attachment points. Damage caused by those actions is not covered. Follow any applicable load limits provided for the bag and its attachments.

Keys, sharp contents and contact damage

Carrying ordinary personal items, including keys, is intended use. However, damage caused by their sharp points, edges or concentrated rubbing is not covered. For example, a bunch of keys that punctures or abrades a pocket can cause excluded damage. Carrying keys does not by itself invalidate an unrelated claim.

Ordinary placement on indoor flooring, flat pavement and grass is normal use. This does not guarantee a mark-free base. Damage caused by dragging the bag across any surface, or by contact with sharp, protruding, rocky, stony or abrasive surfaces, is excluded.

Pram and pushchair use

Use only the bag's designated attachment points and the intended attachment method. A bag or attachment load limit does not establish what a particular pushchair can safely carry. Follow the lower applicable limit and do not attach the bag where the pushchair manufacturer does not permit it.

Never overload the pram attachments. Excessive loading can damage the bag's stitching and pram attachment points. Overloading can also make a pushchair unstable, increasing the risk of tipping and injury to the child. Use the attachments only where permitted by the pushchair manufacturer and follow its attachment and loading instructions.

Any stated pram-attachment weight limit refers to the combined weight of the bag and its contents, not a separate allowance for each loop. Remove the bag before folding the pushchair. Damage caused by the bag, straps or loops becoming caught in hinges, moving frame sections or the folding mechanism is not covered.

4. Water resistance and repellence

Where the product was described as having water-resistant or water-repellent external materials, those materials are guaranteed to retain that stated resistance during normal use for the applicable external-component coverage period. Faults will be assessed individually. Loss of resistance caused by excessive scratches, scuffs, abrasion or other wear or damage that degrades the surface is not covered.

This water-resistance cover relates to the external materials themselves. Water resistance of openings, zips and internal materials is not included. That limitation does not exclude a separately covered mechanical zip failure, stitching fault or other construction fault. Statutory rights relating to the product's description remain unaffected.

5. General exclusions

This is not accidental-damage insurance. The following are excluded from this voluntary guarantee:

Appearance and ordinary cosmetic ageing. Scratches, scuffs, marks, stains, fading, minor surface fraying or pilling, finish wear and cosmetic surface peeling. Structural cracking or layer separation is assessed under section 2; a loss of water resistance is assessed under section 4.

Damage caused by external events or misuse. Cuts, punctures, snags, dragging, damaging surfaces, overloading, forced closures, impacts, crushing, animal damage or deliberate damage.

Damage caused by unsuitable care or storage. Washing, cleaning products, chemicals, heat, neglect or storage contrary to the care instructions supplied for the product.

Damage caused or worsened by alterations or repairs. An alteration or third-party repair does not invalidate cover for an unrelated fault.

Loss and theft are not covered. Normal-use functional faults are assessed against the coverage table; they are not automatically excluded simply because the bag has been used or is no longer new.

6. Repairs and other resolutions

For an accepted claim, our first approach is to repair the fault where a suitable repair is possible. We pay for the covered repair or any replacement agreed as the appropriate resolution. Postage is handled separately under section 7.

Repairs restore safe, normal function rather than guaranteeing the original or as-new appearance. They may include visible stitching, reinforcement, patches, or components with a different colour or finish. Repairs will be carried out to a suitable standard, and materially visible changes will be explained before the work begins.

A valid claim does not automatically entitle you to a new bag or an upgrade. Where a suitable repair is not possible, we will discuss and provide an appropriate alternative resolution on a case-by-case basis. This does not limit any remedies you are entitled to under consumer law.

After assessment, we will explain the expected timescale and complete the remedy within a reasonable time. A repair or replacement continues the remaining original guarantee period; it does not restart it. Statutory rights relating to the remedy are unaffected.

7. Postage and costs

The following applies to authorised returns for this voluntary guarantee. It does not override statutory rules requiring a seller to bear necessary postage costs, which can apply after the first year as well as within it.

When the claim is first reported	Postage to us and back to you
Within the first 12 months of the applicable guarantee period	We cover reasonable authorised UK postage for both journeys, whether inspection confirms cover or not.
After the first 12 months	You pay UK postage for both journeys, whether inspection confirms cover or not, except where consumer law requires the seller to meet those costs.

We will confirm the postage arrangements and any return charge before you send the bag. Keep proof of agreed expenses. These terms do not extend an expired guarantee. Statutory rights against the retailer remain available separately.

8. Eligibility, dates and territory

Purchases on or after 1 September 2026

The external and structural components listed in section 2 are covered for 5 years from the original purchase date. All internal components are covered for 1 year from that date. The date is established from the original receipt or other verifiable proof of purchase. The longer external period does not extend internal-component cover.

Purchases before 1 September 2026

These bags retain a 1-year guarantee from the date the bag was originally received. The applicable inclusions, exclusions and claims arrangements in this document apply within that period only to the extent that they do not reduce protection already promised when the bag was purchased. Any more favourable original guarantee or associated promise continues to apply. There is no retrospective extension to 5 years.

Products and sales channels

This guarantee covers genuine Will & Finch bags purchased new in the United Kingdom, whether directly from us online or at shows, or through a retailer. Guarantee service under this document is limited to the UK. It does not give accessories a 5-year guarantee: separately supplied buggy clips, changing mats, clothing and other accessories are outside this bag guarantee, including when supplied in a bundle.

Owners, presents and promotional gifts

The original purchaser or the first recipient of a bag bought as a present may claim using proof of the original purchase. Paid gifts are covered on the same basis as other purchases. Coverage does not transfer on resale. Bags supplied free by Will & Finch as promotional gifts or samples are excluded unless a separate guarantee has been expressly promised.

9. Your statutory rights

You have statutory rights in relation to the goods, and those rights are not affected by this guarantee. These include rights where goods are faulty, not as described, not of satisfactory quality or not fit for purpose. Depending on the circumstances, remedies can include repair, replacement, a price reduction or a refund.

The coverage periods, exclusions, assessment process, repair-first approach and postage arrangements above apply to this additional voluntary guarantee, not as restrictions on those rights. Statutory rights do not automatically end when the 1-year or 5-year guarantee period expires. For a retail purchase, your rights against the retailer remain intact.

This is separate from change-of-mind returns. A 14-day cancellation or returns reference is not a 14-day deadline for reporting a fault under this guarantee. No later change to these terms will reduce guarantee protection already promised to you.

10. Contact and guarantor

Guarantor: Will and Finch Ltd.

Email: info@willandfinch.com

Business postal address: Contact info@willandfinch.com for confirmed postal address

Contact us before returning the bag so we can provide the correct inspection address and instructions. A copy of this guarantee is available by email on request.