

THE BECOPOTTY TO LAUNCH IN NATIONWIDE JOHN LEWIS STORES
The BPA Baby & Child Show, Excel Centre, London
11th October 2009



Becothings, the company producing eco-friendly alternatives to every-day products, is thrilled to announce the launch of the BECOPOTTY into nationwide John Lewis stores in 2010. The BECOPOTTY is currently stocked in JoJo Maman Bebe stores and other independent retailers - www.jojomamanbebe.co.uk

The BECOPOTTY offers an eco-friendly alternative to the standard plastic baby's potty. Made from rice husks – a waste product of rice farming, the BECOPOTTY is not only 100% sustainable but also biodegradable. The BECOPOTTY looks and feels very similar to its conventional counterpart and is comfortable and easy to use. The high back offers extra support, while the large splash-guard helps keep potty training hygienic. It is tough and durable and will last just as long in the home as a plastic potty. The big, fantastic difference is that once it is disposed of in landfill or a compost heap, the BECOPOTTY will break down naturally.



Becothings, who have already reached the final three in the HSBC START-UP STARS GREEN AWARDS - www.startupstars.hsbc.co.uk, believe their new product launch into the nursery industry is timely. Organic baby products have grown substantially over the past two years - and general awareness both within the industry and further a field for green nursery products is high. Disposable nappy use, for example, creates about 400,000 tonnes of waste each year in the UK - the rough equivalent of the waste produced by a city the size of Birmingham. No other product that takes holds the environment in such high regard has ever been launched into the nursery industry and Becothings is proud to be exhibiting what they believe is a new and exciting venture.

Toby Massey, head of design at Becothings, is convinced they've found an untapped growth area in green baby products. "At Becothings we are constantly striving to take the hassle out of being eco friendly in our every day lives," he says. "A potty is obviously a necessity for anyone who has small children – but until now it has been impossible not to send this essential item straight to landfill

when it is disposed of. The BECOPOTTY will last just as long as your average potty, but parents can be sure that they are also planet lovers when they throw the BECOPOTTY away.”

The BECOPOTTY may not be as big as other potties found on the high street, but there is a reason for that, explains Massey: “The whole idea of this earth loving venture is that packaging and waste thrown out of UK households is kept to an absolute minimum.”

RRP £7.99 The BECOPOTTY will be available nationwide from John Lewis Stores in 2010 – www.johnlewis.co.uk

Notes to Editors:

About Becothings:

Becothings (www.becothings.com) was founded in 2008 by university graduates Toby Massey and George Bramble. The company is the retail arm of Massey and Bramble’s advertising brainchild Wannabeco Ltd (www.wannabeco.com) - a fully recyclable wardrobe hanger made from durable recycled paper and card and marketed free to dry cleaners.

With the sudden change in the economy, Massey, 25, and Bramble, 26, began to see a dramatic shift in their business – the demand for the advertising space sold on the clothes hangers had been replaced by a growing demand for eco-friendly alternatives to more everyday products such as the BECOPOTTY and the BECOBOWL – its pet bowl equivalent, at an affordable price.

For more information on Becothings and their products, please contact Toby Massey – toby@becothings.com or +44 7966 683 712.

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