



## Media Alert

BECOBOWL wins best Pet Innovation Award at GLEE 2009

Birmingham NEC, Tuesday September 22nd 2009

Becothings ([www.becothings.com](http://www.becothings.com)), the makers of the BECOBOWL, are thrilled to announce the company's win in the best Pet Innovation Award category at the inaugural Pet Industry Awards, GLEE 2009. Held by the Pet Care Trust and drawn from a shortlist of three entries, the Glee Pet Index award celebrates the best in pet care and aquatic products.

The BECOBOWL offers an eco-friendly alternative to the common pet bowl. Made from rice husks, a waste product of rice farming, the BECOBOWL is 100% sustainable but also biodegradable. Once it is decomposed in landfill or a compost heap, the bowls break down naturally - even though it is just as tough as its conventional counterpart.

Founder Toby Massey said: "I am told this year has been a fiercely fought contest, with over 250 entries - so it really does mean a lot to have won an award - especially for innovation. We are lucky enough to have a product who's launch into the pet industry is timely. Organic pet foods have grown substantially over the past two years and general awareness both within the industry and further a field for green products is high. Until now, there has been nothing like the BECOBOWL and we believe our product could make a really positive environmental impact."

The BECOBOWL will be available nationwide in its first stockist – Pets Corner ([www.petscorner.co.uk](http://www.petscorner.co.uk)) from now onwards. They come in two sizes and five colour variations, making them ideal for cats and dogs alike.

Becothings ([www.becothings.com](http://www.becothings.com)) is the retail arm of Wannabeco.com ([www.wannabeco.com](http://www.wannabeco.com)) - a fully recyclable wardrobe hanger made from durable recycled paper and card and marketed free to dry cleaners.

To contact Toby Massey who is at GLEE 2009 today, please email [toby@becothings.com](mailto:toby@becothings.com) or call +44 7966683712

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