

BECOPOTTY wins Silver for Best New Innovation at Mother & Baby awards 2009

London Hilton Park Lane, Thursday November 19th 2009



Becothings (www.becothings.com), the maker of the BECOPOTTY, are thrilled to announce the company's Silver award in the Best New Innovation category at the annual Mother & Baby Awards. Now in their 17th year, the M&B Awards are the Oscars of the nursery industry and the most trusted brand approval mark for consumers.

The BECOPOTTY is the first eco-friendly alternative to the common plastic potty. Made from rice husks, a waste product of rice farming, the BECOPOTTY is highly sustainable and completely biodegradable when finished with. Totally unique to the market, the BECOPOTTY works in exactly same way as a traditional potty and can be used right through potty training. When finished with the BECOPOTTY can be buried in the garden compost or left for landfill. Here it will slowly start to break down and over the next 3-5 years biodegrade.

Founder Toby Massey said: "Just being shortlisted was a major success for a small company like us – so it was a massive surprise to go home with the Silver. Approximately 17 million potties go to landfill every year worldwide, where they take 100's of years to breakdown. The BECOPOTTY solves a really big problem and we believe our product could make a really positive environmental impact."

The BECOPOTTY is currently available nationwide in JoJo Maman Bebe stores (www.jojomamanbebe.co.uk) and will be available in John Lewis from February next year. Priced at £7.99

JoJo Maman Bébé John Lewis

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began to see a dramatic shift in their business – the demand for the advertising space sold on the clothes hangers had been replaced by a growing demand for eco-friendly alternatives to everyday products at affordable prices. With the recent launch of the BecoBowl – the first eco-friendly pet bowl, Becothings is set to expand its range wider.

Becothings has also reached the final 3 of the HSBC START-UP STARS GREEN AWARDS

(www.startupstars.hsbc.co.uk) The result is announced on Monday 23rd November



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