

LONDON ENTREPRENEURS CROWNED UK'S NO.1 GREEN BUSINESS STARS AND WALK AWAY WITH £10,000!

Intercontinental Park Lane, Thursday November 23rd 2009



A potty idea has helped an eco-friendly firm to be crowned the UK's best Green Start-Up Business of the year and win £10,000.

Becothings (www.becothings.com), from Clapham in London, which makes a Biodegradable Beco-Potty for toddlers, amongst its growing range of products has been crowned Winner of the 2009 HSBC Start-Up Stars Green Awards – the UK's premier showcase for the most promising start-up businesses and the inspirational entrepreneurs behind them.

Toby Massey, 26, and George Bramble, 27, founders of Becothings, beat off stiff competition to walk away with a cheque for £10,000, courtesy of HSBC.

Stars from the business world, including Duncan Bannatyne from BBC TV's Dragon's Den, watched as they were presented with their award at a black-tie gala dinner held at London's InterContinental Hotel last night (Monday 23 November).

The two pals realised that environmental sustainability was no longer just a hippy interest and that eco-friendly products were often 30% more expensive than the standard. With this in mind Toby spotted a gap in the market for everyday eco-friendly products that didn't cost the earth. Launched in May 2007, Becothings designs, develops and manufactures fun, practical and useful eco-friendly products ranging from the Becopotty – an eco-friendly potty that can be composted when the child finishes potty training; to the BecoBowl – an eco-friendly pet bowl, while dishwasher safe, is still sustainable made and biodegradable when finished with.

With 7.3 million dog owners and 7.2 million cat owners in Britain alone, Becothings looks set to take the eco-friendly market by storm. They have already been presented with Best New Pet Product of the Year at Glee 2009 and recently scooped Silver at the coveted Mother & Baby awards.

Director, Business Relations, The Carbon Trust, Andy Togher, presented Becothings with their award saying:

"This years Start-Up Stars Awards show an increasing number of Britain's small new businesses taking to heart the issues of climate change and placing them at the core of their marketing objectives. This is not only good for the planet, but also for profits as more and more informed consumers seek out products and services with green credentials. We wish Becothings every possible success for the future."

Lord Mandelson, Secretary of State for Business, who also attended the Awards said:

"Becothings is an outstanding example and hopefully its success will inspire other young businesses to ask themselves what else they can do to preserve our environment and protect our future."

More information on Becothings can be found by visiting www.becothings.com

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Notes to editors:

HSBC Start-Up Stars 2009 Judging Panel

Huw Morgan, Head of Business Banking, HSBC; Derek Browne, Chief Executive, Entrepreneurs in Action; Peter Hoskins, Senior Business Producer, Sky News; Dr. Glenda Stone, CEO, Aurora; Maisha Frost, Business Journalist, Daily Express; Dan Cobby, Senior Director of Marketing for Northern & Central Europe, Google UK; Claire Owen, Leader of Vision & Values, The SG Group; Karen Darby, founder, Call Britannia; Martha Lane Fox, Chairman, Lucky Voice, Chairman, Antigone. Joining the International Panel; Lord Digby Jones, Chairman, International Business Advisory Board. Joining the Green Panel; Andy Togher, Director, Business Relations, The Carbon Trust. Joining the Graduate Panel; Dr. David Bozward, Director of Technology, NCGE.