

Please contact:
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PRESS PACK
SEPTEMBER 2020

Hello



Good TO BEE
EST 2018

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DESPERATION AND MOULDY BREAD TO GLOBAL BRAND



Hi, I'm Madeleine and I didn't set out to save the planet ...there I said it.

But, here's the thing, it DID happen and in the most unexpected way.

The desperation I felt sat on the floor surrounded by mounds of plastic and rotting food will stay with me forever. We had been asked to take part in a plastic challenge, saving our waste for just one week. We are usually blissfully unaware of the amount of plastic and food waste we create and although we've all seen the vast piles of rotting rubbish in the media it's not until you have to face your own rubbish square in the face that reality really hits.



I created GoodToBee to help other families, just like us, save food waste and plastic with vibrant, beautifully designed products that withstand busy family life and empower people that their actions can be heard. On my own I am just one voice but together we can change the world, and we are.

US IN A NUTSHELL!

We are predominantly people powered and all handmade, creating our own unique and vibrantly designed food wraps and eco products. Our ingredients are Certified to the highest sustainable and ethical Global standards including GOTS Organic Cotton, Fair Trade Organic Jojoba Oil and all packaging is fully compostable and FSC Certified.

Our wraps help protect and preserve the life of food, harnessing the unique anti-bacterial properties of beeswax, thus reducing home food waste organically without the use of chemicals or plastic. Easy to use, easy to clean and tough enough to withstand busy family life for around a year, they are good for the planet, good for your food and good for you too.



WHAT WE DO AS A BUSINESS: NO COMPROMISE!

OUR MISSION:

To empower customers that their actions make a difference right now and for the future of our planet.

To treat our team, our stockists with care, equality, and openness

To help and protect our planet in everything we do

To make sure there is always a fresh piece of cake in a GTB wrap in case of an emergency!

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OUR RESPONSIBILITIES FROM PLANET TO PEOPLE

GTB has a responsibility to become a leader for our cause and make a positive impact on a wider audience. We start by being accountable for our actions, transparent in all we do and by giving back to our communities, both local and global.

- We reduce as much negative environmental impact as we possibly can but where it is unavoidable, we offset our Company and Employees Carbon emissions by planting trees through the Offset Earth Scheme in our mission to be Carbon Neutral.
- We are in the process of joining the 1% for our Planet Scheme, through which we will donate 1% of sales back to the environment whether we are profitable or not
- We have reduced our product manufacturing waste from the industry standard of up to 30% to below 6% and although this is considered primary manufacturing waste we then donate 100% of this to schools and community projects who use the fabric scraps for education and therapy use.
- We currently have a small traditional manufacturing studio but are in the process of building a small, eco, admin office to control our eco footprint, using FSC certified materials, clean environmentally friendly foundations, and renewable energy.
- We use Certified Organic, Fairtrade and FSC ingredients and packaging and all our products and packaging are fully home compostable
- We pay our team above the Real Living Wage, and are an accredited Living Wage Foundation Employer
- We promote flexibility in working hours to accommodate family and promote open and transparent communication between all.
- In response to the COVID19 Pandemic we set up a Not-for Profit Community Face Covering Project using profits from the sale of our face coverings to manufacture more that are then donated to local charities who offer support to those in most need
- We designed and built a paperless back office Inventory Management System to control and monitor all stock so no waste is generated
- We use paperless communication and admin apps for staff communication and scheduling.
- At trade and consumer events we have a 'No Business Collateral' give away policy. Instead we have a chalkboard business card for customers to photograph and we have developed and built an electronic data capture solution to take clients details and provide information without the need for paper
- All office printing is on an essential only basis and electronic methods are used where possible



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OUR PRODUCTS, PACKAGING AND PURCHASES

All our ingredients, packaging and back office supplies are scrupulously checked to be at least one of the following:

- Certified Organic
- Ethically sourced
- Fair trade
- FSC certified
- Gold Standard

All ingredients must also be:

- Toxic chemical, herbicide, insecticide and pesticide free
- Fabric and paper dyes - Acid free and environmentally clean
- Cruelty free
- Non GMO crop based



PACKAGING

- We work closely with our printer and packaging designers to produce minimal packaging on the most environmentally friendly paper and card stock.
- To reduce waste even further we have designed packaging so that:
 - The product box is also the posting and no additional envelopes are needed
 - The pop out section of the wraps packaging sleeves is not wasted but is used as a tag to write personal messages to customers, reducing further printing
 - Any instructions needed are printed on product packaging so additional instruction leaflets are not required
- All our products are graded on an LCI (Life Cycle Inventory) basis assessing not only their environmental impact but also length of use and end of life impact.
- We have designed and implemented a 6-point sustainability incentive which is clearly visible on all our packaging giving customers clear and concise sustainability information.
- We choose locally sourced over price on everything we purchase.



HOW WE CAN

REFUSE • REDUCE • REUSE • REPAIR • RECYCLE • ROT • ROT • ROT

help YOU

BUY BETTER WASTE LESS
#GOODTOBEEPLASTICFREE

Torn between busy family lives and a passion to help our planet, it can be overwhelming to wade through the amount of information out there and end up doing nothing. Just trying to find what to do for the best or even just what can be recycled!

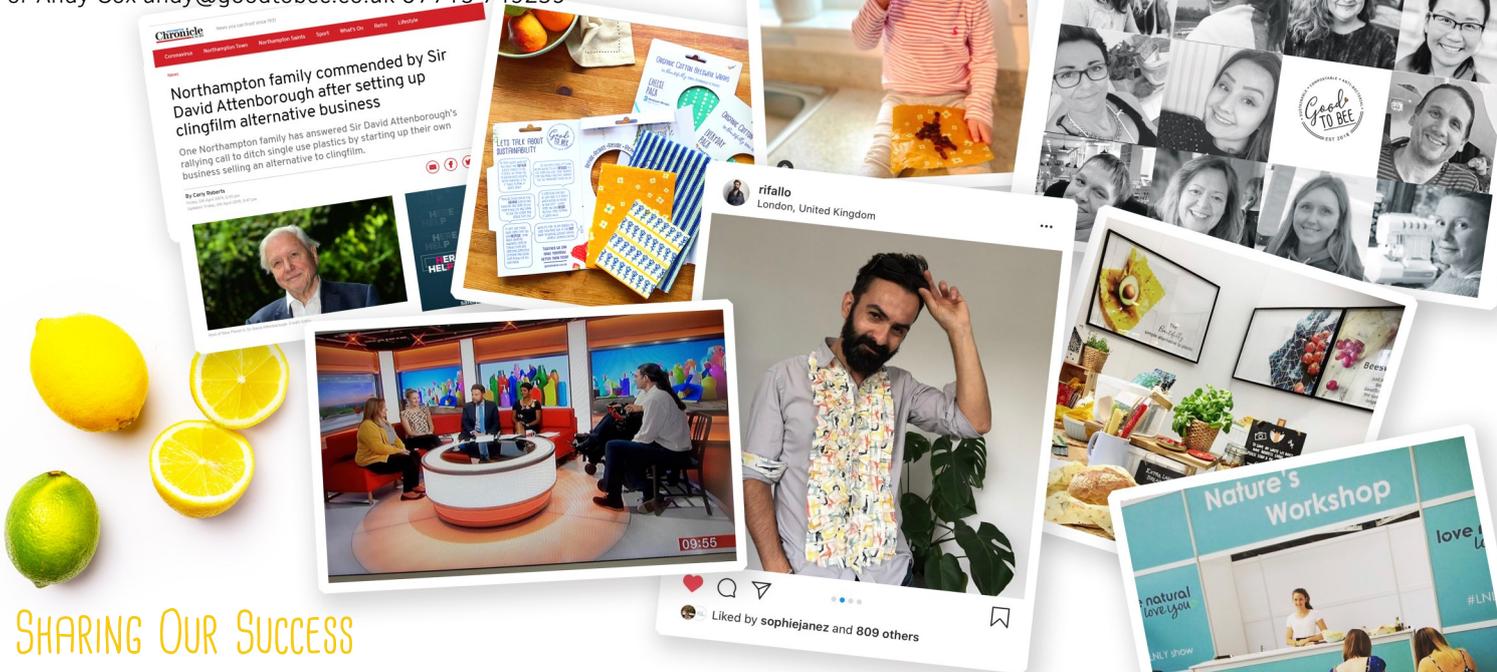
So we decided to help you by developing our 6R's of sustainability code. Our packaging will display this symbol to clearly show you which of the R's it will help you achieve, so one step at a time you can make changes that you and your family can maintain, feeling good knowing you are hitting the right mark everytime.

We've also put together a **Free e-booklet** filled with fun and inspiring ways for you and your family to lead a more earth friendly, sustainable life.

OH YES PLEASE!
I'D LIKE A FREE COPY



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SHARING OUR SUCCESS

During our roller coaster of just 2 and a half years together we have...

- Had a personal letter and commendation from Sir David Attenborough
"Your efforts go beyond those of many and I am truly in awe of such dedication"
Sir. David Attenborough 16/07/2018
- As a family we appeared on **BBC Breakfast TV** as part of **BBC Plastic Watch**
- Featured in The BBC's Plastics Watch Initiative to help families be more plastic free
- Been asked to present GTB wraps at the **Love Natural Workshop** at **London Olympia** promoting **Natural Sustainable Living**
- Had our wraps featured in the 'Spotted' section for up and coming New Businesses at **Top Drawer, London**
- Featured on **BBC Radio Northampton** on various occasions to help promote plastic free living
- Collaborated with **Riccardo Guido, Finalist of the BBC Great British Sewing Bee S5**, repurposing our primary production waste into new garments to highlight our concerns over fast fashion and inspire people to **repurpose and recycle**.
- Worked with **Award Wining Eco Chef Tom Hunt** and the **Octopus Publishing Group** to help publicise his Zero Waste Manifesto and Book **Eating for Pleasure, People and Planet**
- Been Nominated for the **2020 Lux Life Awards**, on the food, and drink category.
- We have grown into a team of 2 directors and 8 team members helping to support **8 Families | 13 Children | 7 Cats | 2 Dogs | 9 Rescue Chickens | 4 Ducks!**
- We have organically grown a **Social Media** following of over **10k** and interact daily with customers and clients sharing photo's, articles and information to help support their sustainable journey
- Carefully curated our working partners to those who we feel reflect our ethics and values and now have the privilege of working with brands such as **Thought Clothing** and **Windfall Natural**
- We supply over 100 retailers **Globally** with outlets in Switzerland, Spain, Ireland and the UK.
- We have reached an estimated **60,000 people** at events around the UK helping to spread our message and support and educate customers in a more sustainable way of life
- **Together we have saved enough single use plastic from entering the environment to equal:**
 - Covering 723 football pitches
 - Or wrapping The Shard in London 92 times
 - Or the distance from Northampton to New York and back again!

Goodbye