



bold banana



About us

At Bold Banana we make backpacks with a twist for all your urban adventures. On your way to school, work or beyond. We are a brand that stands for positive vibes and you can see that in our bags. They have a character all of their own that add color to the street while all the time protecting your stuff. Day after day!

We have been living our dream since 2018 with our young creative team from Eindhoven. With passion we create affordable fashionable high-quality bags for everyone who dares to show their true colors. In brief, handy and useful backpacks that look great. Just like you!

The process

Ok, let's be completely honest. Our bags are vegan. We're proud of this! And, yes, we have them made in China. Through a BSCI (Business Social Compliance Initiative) certified sewing studio. What we also know for sure is that the working conditions in the studio are good. We think that's important!

Where we position ourselves





**Target audience
25-40 years**



Our competitors

We call ourselves

bold banana

Registered trade mark

What technically means

bold banana

Noun

1 (of a person, action, or idea) showing an ability to take risks; confident and courageous. dated (of a person or manner) so confident as to suggest a lack of shame or modesty.

2 (of a color or design) having a strong or vivid appearance. of a kind of typeface having dark, heavy strokes, used especially for emphasis.

Noun

1 a long curved fruit that grows in clusters and has soft pulpy flesh and yellow skin when ripe.

2 (also banana plant or banana tree) the tropical and subtropical treelike plant that bears this fruit. It has very large leaves and resembles a palm, but lacks a woody trunk.

Adjective

(bananas) informal insane or extremely silly: he's beginning to think I'm bananas.

**Cool
guy!**

**But we mean
it more like**

**Or in gender
neutral terms**

**Epic
person!**



Our bags



The Envelope Mini

This functional backpack has a closure with magnetic safety clasp. The backpack has a 11" tablet compartment, two inner pockets and two outer pockets with waterproof zippers. It is completed with a padded backside and padded adjustable shoulder straps.

Measurement	33 cm (H), 25 cm (W), 9,5 cm (D)
Volume	8 liters
Water repellent	yes
Materials	body: polyester straps: vegan (PU)
Tablet compartment	compatible up to 11"
Manufacturer warranty	2 years





Beautiful black



Black blossom



Blue breeze



Pink ink



Grey lightning



Yellow raven



Olive ivory



Brick biscuit



Grey gravity

New



Power petrol

New



Coral crow

New



The Envelope

This functional backpack has a closure with magnetic safety clasp. The envelope backpack has a padded laptop compartment, three inner pockets, two outer pockets with waterproof zippers and a bottle holder. It is completed with a padded backside and padded adjustable shoulder straps.

Measurement	40 cm (H), 30 cm (W), 12 cm (D)
Volume	15 liters
Water repellent	yes
Materials	body: polyester straps: vegan (PU)
Laptop compartment	compatible up to 15.6"
Manufacturer warranty	2 years





Beautiful black



Black blossom



Grey lightning



Yellow raven



Olive ivory



Brick biscuit



Black boa



Grey gravity

New



Power petrol

New



Petrol peppermint

New



Coral crow

New



Black hero

INSIDE: PERSONAL
DATA LABEL



Re-Envelope

Meet our recycled hero! Our first backpack that is vegan and made with recycled polyester. Yes, we are proud. While this urban proof bag keeps all your personal items dry and safe, you are supporting important environmental cleanup and recycling initiatives. Which is great. So let's rock and save the earth with this hero!

Measurement	40 cm (H), 30 cm (W), 12 cm (D)
Volume	15 liters
Water repellent	yes
Materials	body: recycled polyester straps: vegan (PU)
Laptop compartment	compatible up to 15.6"
Manufacturer warranty	2 years

The Roll Top

This functional backpack has a roll top closure with magnetic safety clasp. The roll top backpack has an inner padded laptop compartment and pocket with zipper, an extra document/laptop compartment with waterproof zipper on the backside, an easy-access front pocket, a bottle holder and extra side pocket. It is completed with a padded backside and extra padded adjustable shoulder straps. The backpacks are also available with reflective straps to keep you safe and seen!

Measurement	62 cm (open) / 45 cm(close) (H) 31 cm (W), 15 cm (D)
Volume	20 liters
Water repellent	yes
Materials	body: polyester straps: vegan (PU)
Laptop compartment	compatible up to 15.6"
Manufacturer warranty	2 years





Reflective straps



Black reflex



Black rose



Green cosmo



Green knight

Reflective straps



Green reflex



Yellow beetle

Reflective straps



Yellow reflex

We are Bold Banana a team of specialist from the target audience

self-employed / specialized companies

Sonja Voortman (Founder)

Robyn van den Heuvel (creative director)

Noelle Morpey (social media)

Milo Verhoeven (advertising)

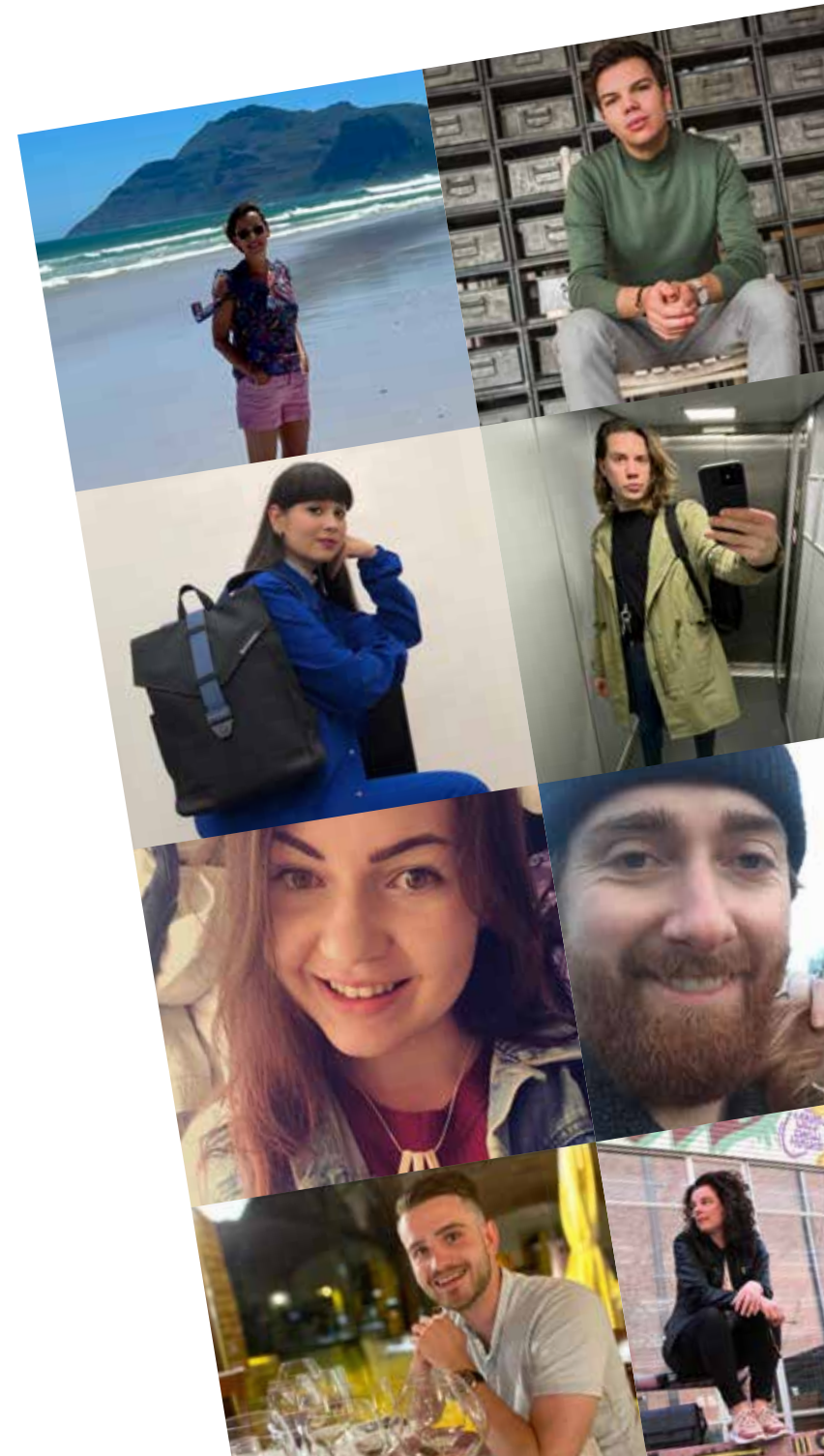
no.dots (webshop)

Joris de Groot (designer)

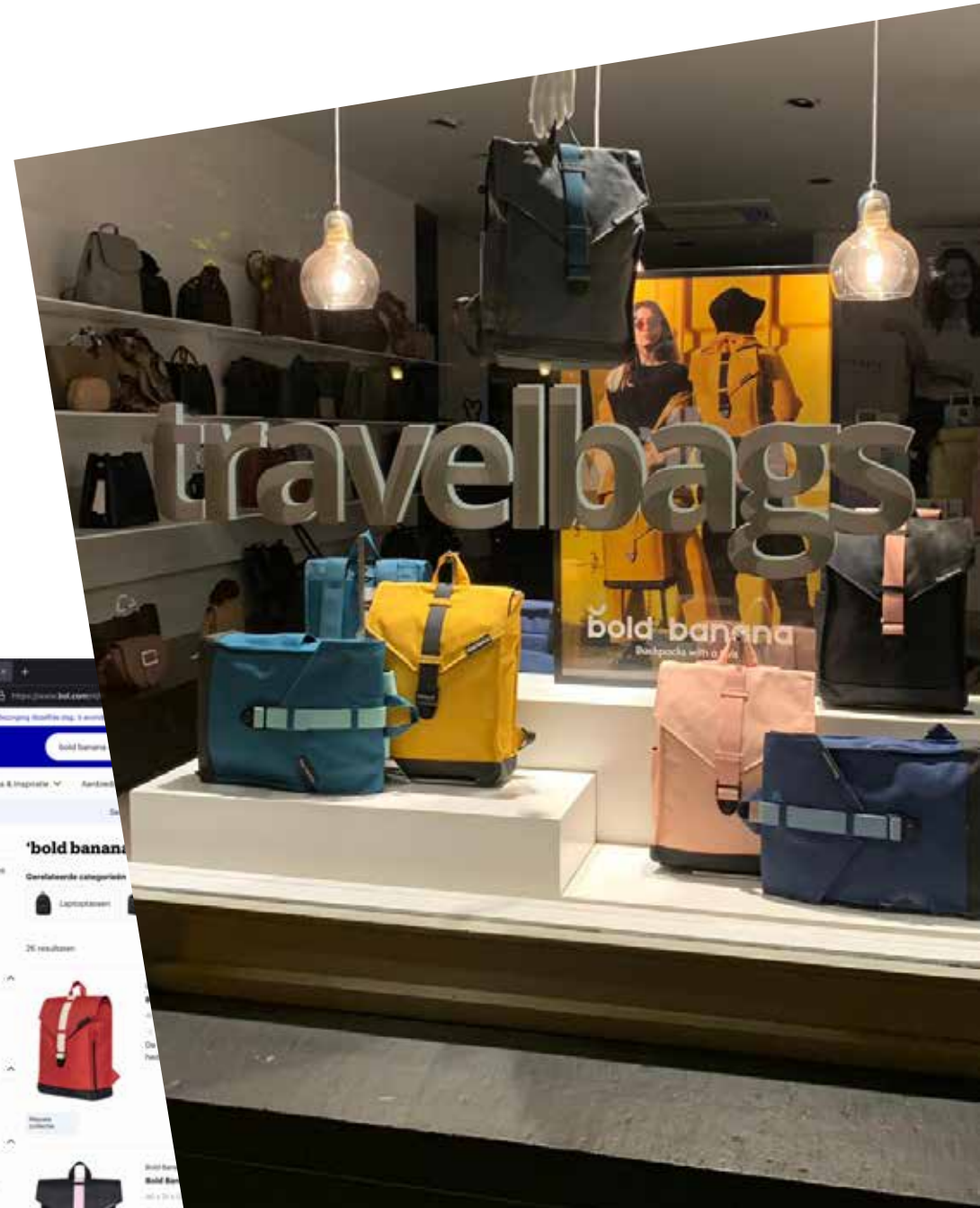
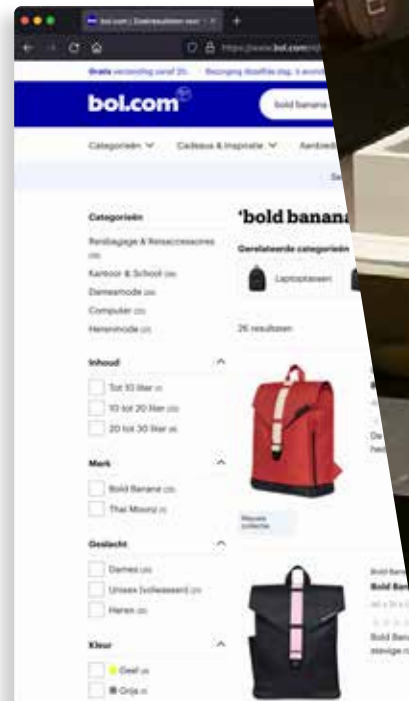
Prospective (customer service)

That Inner Flame (LinkedIn)

Veronique Schoots (graphic designer)



**We sell our bags
in stores & online**





**Support the retailers
with P.O.S. material**

On/Offline exposure

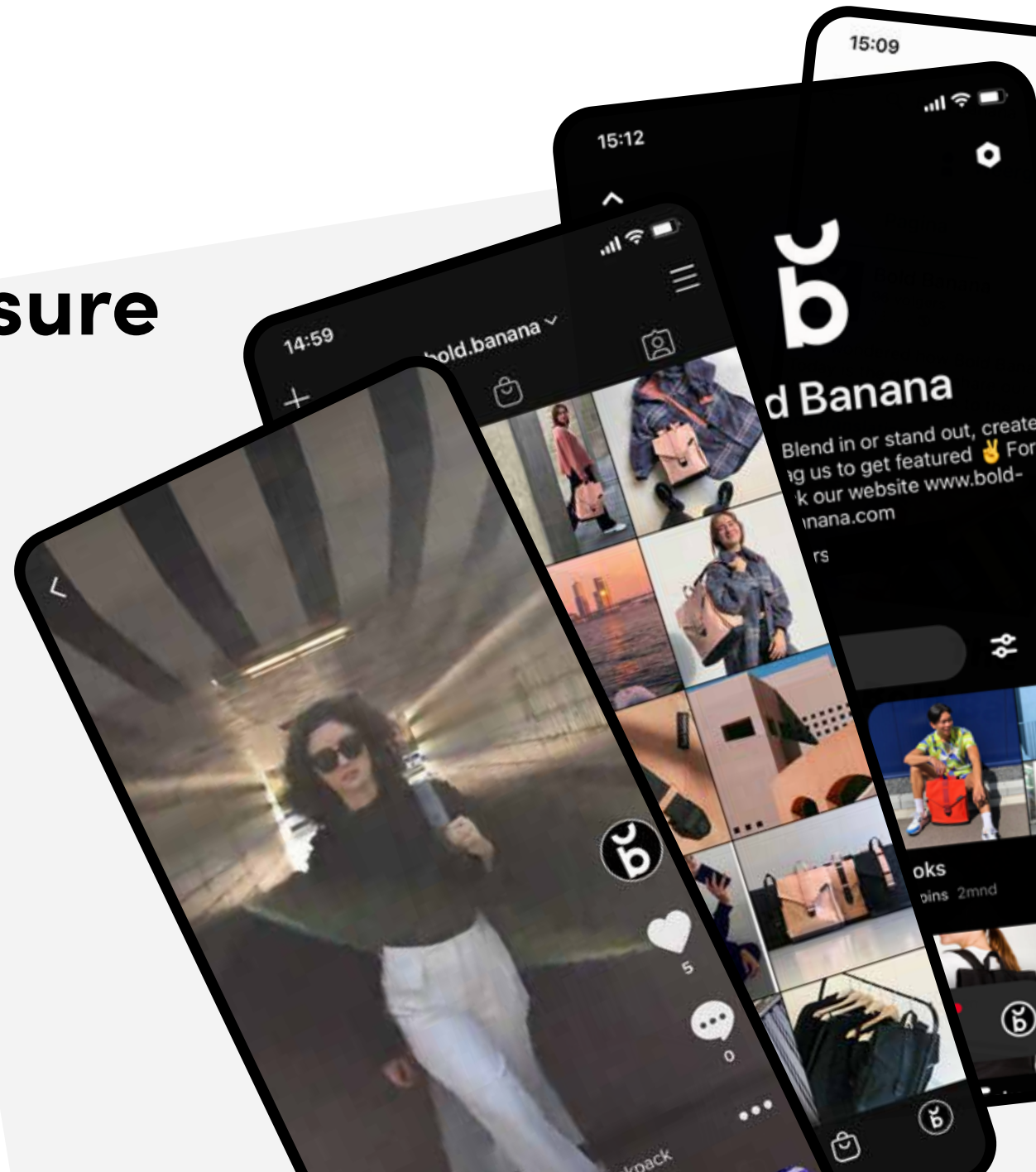
Bi-daily social media posts

Social media advertising

Google advertising

Affiliate marketing

Trade shows





We produce in China

market place of raw materials
expertise
low cost
member BSCI

Distribute from Weert (NL)

experienced in fulfilment
specialized in e-warehousing



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Klokgebouw 147
5617 AB Eindhoven
Nederland

+31(0)6 52 09 09 97
info@bold-banana.com

www.bold-banana.com

Social media

 @bold.banana

 @boldbanana

**Looking
for color
We got
your back**