



## **Bo Touch Trash Can; a new way of looking at waste.**

Design lovers delight – you no longer have to hide your bin. Say hello to Brabantia's unique new Bo Touch Trash Can, the trash can that does not look like one. Nearly a century of craftsmanship, Dutch design and heart for the planet culminate in the cabinet-like Bo. With its four elegant legs and 8 available colors, Bo is both good-looking and practical. And with up to 3 inner buckets made from 100% recycled materials, it is ideal for waste separation too.



### **Make waste beautiful**

Bo Touch Trash Can is living proof that a trash can is a great addition to your interior - and that practical can be beautiful. Bo is the perfect height, thanks to the legs with non-skid protection caps. And cleaning underneath is easy! Bo has excellent multitasking-skills, with 1, 2 or 3 removable inner buckets for 3 kinds of waste. It is very space efficient, opens with the lightest touch and stays open as long as you like. And of course, it is available in a range of lovely hues (from Daisy Yellow to Passion Red), including two exclusive mineral colors. The textured Red and Gold are part of the Sense of Luxury Collection.



Romke Swinkels, Director of Marketing and Innovation:  
"With its unique design, contemporary colors, and focus on sustainability, our revolutionary new Bo Touch Trash Can is spot on trend. It is the future of waste management."

### **Made to love, with love**

Bo Touch Trash Can is conceived in The Netherlands and made with love and care in our factory in Belgium. It is the product of nearly 100 years of craftsmanship and the latest

technology. And a living proof of our love for the planet; Bo is made from 40% high-grade recycled materials and is Cradle-to-Cradle® Certified to bronze level. Made from high quality materials, Bo comes with 10 years of guarantee and service.

### **Designer bags**

Brabantia's PerfectFit waste bags are tailor-made for Bo and putting them in is just as easy as taking them out. The bags can be removed, sealed and carried by the tie tape. Bo comes with a free sample pack. The color code on the inside of Bo's lid shows which PerfectFit Bag to buy. The bags are available at regular dealers and at [www.brabantia.com](http://www.brabantia.com).



### **Notes to Editor:**

#### **ABOUT CRADLE TO CRADLE™**

Cradle to Cradle Certified™ is a certification mark licensed by the Cradle to Cradle Products Innovation Institute. The materials and manufacturing practices of each product are assessed in five categories: Material Health, Material Reutilization, Renewable Energy & Carbon Management, Water Stewardship, and Social Fairness. The primary aim of Cradle to Cradle® design is to eliminate the concept of waste, and encourage products to be developed for closed-loop systems. There are 5 certification levels.

[www.c2ccertified.org](http://www.c2ccertified.org)

### **Notes to Editor:**

#### **BRABANTIA, DESIGNED FOR LIVING**

Download press releases and high resolution images here: <http://press.brabantia.com/us>

From modest beginnings back in 1919, Brabantia has grown into a global interior design brand, renowned for bringing smart and stylish design to kitchen and homeware. Brabantia aims to enrich the quality of life and living for all our consumers, making sure that no matter what they're doing around the home, they'll love doing it even more with cleverly designed products. Products that

make daily chores a pleasure, and that they can enjoy every day, for as long as they want. That's 'Designed for living'.

Brabantia products are available from leading retailers including Amazon, Home Depot, Walmart, The Container Store, BBB, Crate & Barrel, Wayfair and Williams Sonoma. For details, please contact our sales department or visit [www.brabantia.com](http://www.brabantia.com)

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