



Brabantia introduces Bo Step Can with 1, 2 or 3 inner buckets

Meet the new and fashionable Bo Step Can! It has both the looks and the tools for easy waste management at home. Available in eight colors and one, two or even three removable inner buckets for waste separation – it's up to you!



1, 2, 3, separate

With up to 3 inner buckets made from 100% recycled materials, Brabantia's new Bo Step Can is ideal for waste separation. Choose from one 9.5 Gallon bucket, a set of two (3 + 6 Gallon) buckets, or a set of three 3 Gallon buckets. Of course matching PerfectFit trash bags are available - the color code inside the inner bucket(s) will tell you which PerfectFit bags to buy. There is even a sample pack of Brabantia PerfectFit bags enclosed.



Say hello to Bo!

Bo Step Can is available in 8 beautiful hues, including two exclusive mineral colors. The textured Golden Beach and Concrete Gray are part of the Sense of Luxury Collection. Bo is very space-efficient and perfectly fits against a wall or cabinet. The odor-proof lid opens at the tap of your foot and can stay open as long as you like. And when you're done, the lid closes gently thanks to its soft closure feature.

With love and care.

Bo Step Can helps you reduce your impact on the planet, but it has a pretty small footprint itself, too. Like many

Brabantia products, Bo Step Can is Cradle-to-Cradle® Certified to Bronze level. It meets strict requirements for (re)use of materials, renewable energy, water stewardship, and social fairness. On top of that, for every Bo Step Can sold, we donate to The Ocean Cleanup. How beautiful is that?

The Bo Step Can is available in stores from April 2018 and has a 10 year Brabantia guarantee.

Notes to Editor:

About the Ocean Cleanup

The Ocean Cleanup develops advanced technologies to rid the world's oceans of plastic. Invented by then 17-year-old Boyan Slat, a network of extremely long floating barriers lets the ocean gather the plastic using its own currents. The array could theoretically remove about half the Great Pacific Garbage Patch in 10 years. A prototype of the barrier is currently being tested in the North Sea.

www.theoceancleanup.com



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

About Bo

Bo 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 Step Can is made from 45% high-grade recycled materials and is Cradle-to-Cradle® Certified to bronze level. Made of high quality materials, Bo comes with 10 years of guarantee and service. Bo Touch Trash Can, the first Bo, was introduced in October of 2017. With its unique design, contemporary colors, and focus on sustainability, it is a new way of looking at waste separation.

www.brabantia.com/bo #BrabantiaBo

Notes to Editor:

BRABANTIA, DESIGNED FOR LIVING

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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

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