



Brabantia Introduces newIcon Sense of Luxury Collection

Lifestyle brand Brabantia presents the Step Trash Can newIcon Sense of Luxury Collection. The overnight sensation now comes in 6 beautifully textured colors that make the 3.2, 5.3 or 8 gallons step trash cans blend in or stand out. Sustainable and super smart – a newIcon Trash Can is a true style icon!



NewColors

This year Brabantia is adding 6 luxury colors to the range of 13 stylish hues already available. The new, beautifully textured colors for blending in or standing out are handpicked based on the forecast of leading trend watchers. Let your 3.2, 5.3 or 8 gallon newIcon blend in with the serene and luxurious Mineral Infinite Gray, Mineral Eternal White, and Mineral Golden Beach. Or let it stand out with the rich and expressive Mineral Windsor Red, Mineral Reflective Blue, and Mineral Mustard Yellow.



Let's clean up

A newIcon Step Trash Can is more than just a pretty face – it's Brabantia's best value trash can ever. Sturdy, soft closing, easy to clean, hygienic to use and sustainable. Did you know newIcons are made of 40% high-grade recycled materials? After use, 98% of the trash can and packaging is recyclable. And for every newIcon Step Trash Can sold, we make a donation to The Ocean Cleanup – developing an advanced cleaning system, powered by ocean currents, ridding the

world's oceans of plastic.

The newIcon Step Trash Cans are available in 0.8, or 1.3 gallon version, with new colors for the handy 3.2 or 5.3 gallon and generous 8 gallon version. They come with a 10-year guarantee and a sample pack of Brabantia PerfectFit Bags – easy to fit without pesky overwrap.

Notes to Editor

THE OCEAN CLEANUP: THE LARGEST CLEANUP IN HISTORY

The Ocean Cleanup develops advanced technologies to rid the world's oceans of plastic. Invented by then 17-year-old Boyan Slat, the 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

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

Follow us on Twitter @Brabantia

'Like' us on Facebook www.facebook.com/brabantialife

Follow us on Instagram <https://www.instagram.com/brabantia>

For all media enquiries, please contact Montage Communications on 011 44 1284 774920 / chloe@montagecomms.com / aime@montagecomms.com