



Brabantia Introduces newIcon Step Trash Can

Lifestyle brand Brabantia introduces the newIcon Step Trash Cans in new colors, Daisy Yellow, Clay Pink and Moss Green. And by buying one, you support The Ocean Cleanup in ridding the world's oceans of plastic.



New colors

We think practical should be beautiful. That's why we've added three new colors to our collection, bringing the total to 13. The soothing and stylish Moss Green, soft and subtle Clay Pink, and the happy Daisy Yellow match the newest trends as predicted by leading trend watchers. A newIcon Step Trash Can is a great way to step up your style, from bathroom, and home office to kitchen!

A new icon



Brabantia's newIcon Step Trash Cans are not only iconic beauties, but they're reliable workers too. Sturdy, and always standing strong because of their non-slip base and anti-tilting block. Thanks to the unique soft-closure feature, the lid closes smoothly and very quietly. And of course newIcon Step Trash Cans are odor proof and easy to open, move around and keep clean – these step trash cans are up to years of intensive, problem free use. The best value for money ever.

Robert Engels, Category Manager Waste Management: 'Since 1953, we have made over 50 million step trash cans. All this expertise, we've now put into our newIcon Step Trash Can. A

sustainable trash can, with the best ever design, usability and value for money. Our best trash cans ever.'

Petite footprint

We love our planet as much as you do. That's why we design recyclability into all our products. And with our newIcon Step Trash Cans we've stepped up our game. These sustainable step trash cans are made of 40% high-grade recycled materials. After use, 98% of the trash can and packaging is recyclable. Extra plus: for every newIcon Step Trash Can sold, we make a donation to The Ocean Cleanup – an advanced cleaning system, powered by ocean currents, to rid the world's oceans of plastic. And did you know, in the Netherlands we also donate to a small initiative like Plastic Whale? How beautiful is that?

The newIcon Step Trash Cans are available in a 0.8, or 1.3 gallon version, a handy 3.2 or 5.3 gallon, and a 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 Editors:

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

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