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## PRESS RELEASE

**While Anotherway participates for the 2nd time at Maison & Objet exhibition,**

### Anotherway expands its playing territory

After the rapid success of My Bee Wrap, launched on November 8, 2018, Anotherway is diversifying with an improved recipe for its Bee Wrap. Always 100% natural including new patterns and 100% French manufacturing from October 2019. It also looks at the development of new sustainable products by 2020.



### **A NEW BEE WRAP WITH AN IMPROVED RECIPE**

#### **My Bee Wrap becomes Bee Wrap by Anotherway !**

Ecological and reusable food packaging made of 100% natural ingredients, it improves its image, but also its recipe. Its composition is changing: GOTS organic cotton obtains a new certification, OEKO Tex 100. Beeswax, like organic pine resin, now comes from France. Finally, jojoba oil is transformed into certified organic sunflower oil of French origin, too!

Reusable 120 times, the Bee Wrap is designed to replace perfectly the cellophane. It finally adopts 3 new designs, inspired directly from our new graphic charter! A tropical spirit mixing pink, purple, green...



Also, its range is expanding with Bee Wrap sold in one-size-fits-all or diversified packs. By 2020, it projects to market new products to complete its variety of eco-friendly and sustainable products.

Today, My Bee Wrap is more than 1000 products sold per month for 10 months and customers are more than satisfied with an average score of 4.5/5 (via Avis Vérifiés, french ).

## AN INCREASINGLY COMMITTED PROJECT

One of the main ambitions of Anotherway, a startup founded in Marseille by Samuel Olichon, is **to manufacture products as close as possible to its French customers**. The different ingredients of the Bee Wrap have been reviewed to ensure that they are sourced locally and, if possible, organically. Production has been relocated to France, more precisely to Provence. A way to reduce the project's carbon footprint and create jobs.

Moreover, Anotherway is as much a committed company as it has chosen since its creation to donate 1% of its turnover to concrete actions in favor of the environment. **He is a member of the "1% for the Planet" program**, founded by Yvon Chouinard (Patagonia) and supports French beekeeping this year.

More information on [www.mybeewrap.com](http://www.mybeewrap.com) - Press kit available [here](#)

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