

Immediate release

New Design Product & New 100% Bio-Based Material from a Geneva-Based Design Studio

An innovative object, crafted between Switzerland and Portugal, and a groundbreaking eco-friendly material, offering an alternative to conventional plastic for the first time on the market.

GENEVA – January 9, 2025

Puzz'le Design Studio, a small Geneva-based design studio, is launching today its flagship product, Jack & Jenny, after five years of development: a modular storage system made from a 100% bio-based and 100% biodegradable polymer, offering a sustainable alternative to conventional plastic.

Jack & Jenny - Modular Storage System

Jack & Jenny introduces new storage possibilities. From blankets to toys, accessories to waste sorting, Jack contains, and Jenny supports.

This long-term project has taken years to materialize. The goal was clear, and certain aspects—especially those related to the biodegradability of its components—were designed with zero compromises. The question was never about when we could produce it, but rather how. After extensive testing phases, Jack & Jenny finally came to fruition thanks to an innovative material developed in collaboration with Amorim Cork Composites, a global specialist in the cork industry.

Made from a 100% bio-based, biodegradable, and compostable polymer, Jack offers a viable alternative to conventional plastic. It is composed of a potato starch-based polymer blended with low-density cork granules, combined with 100% natural colorants. The starch used does not compete with raw materials intended for human or animal food consumption.

The wooden components are Swiss-made, crafted from Swiss beech wood sourced from sustainably managed forests.

Puzz'le Design Studio - About Us

Objects are a means of expression too. We believe that the freedom to use them as you please is key to making them your own. The only limit? Your imagination. Each object adapts, changes, transforms and fits into your lifestyle. Everything is thought out in a flexible way, with “modular” being the key word.

Puzz'le favours short circuits and supports the local businesses. Proud of our products, we are members of Swiss Label. The crossbow, quality label, can be seen on all our objects made in Switzerland, symbolizing Swiss products and Swiss tradition.

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