

We invited **The Cheeky Panda** to share their perspective on the **Cleaning & Hygiene** category.

As part of this Knowledge Hub feature, we posed a series of questions to The Cheeky Panda who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here: [The Cheeky Panda](#)

Bamboo: Busting Myths & Boosting Sales

Misconceptions and How to Overcome Them

A common misconception is that bamboo tissue isn't sustainable because it comes from China. In reality:

- Bamboo toilet paper produces **45% less carbon** than recycled paper
- It produces **27% less carbon** than virgin-tree paper
- It **prevents deforestation**, as bamboo regrows rapidly
- It is a **rapidly renewable resource**, growing up to 91 cm per day
- It is **hypoallergenic** and gentle on skin
- It is **free from harmful chemicals**, toxins, and forever chemicals

We are happy to share our latest LCA to support this.

Evidence to Address Sustainability Scepticism

We can provide:

- Our **Impact Report**
- Our latest **Life Cycle Assessment**
- A **supply-chain video** showing how our bamboo is sourced

Supply chain video: <https://youtu.be/PJL0ZSi4HkY?feature=shared> Digital Impact Report (including LCA): <https://uk.cheekypanda.com/blogs/learn-sustainability/impact-report-2023-24>

Positioning Bamboo as Eco-Friendly and Effective

- We encourage **product trial** and are happy to supply samples
- First-hand experience helps dealers understand the story and confidently recommend the brand

Myths We Continue to Bust

Beyond the misconception about China, we also hear the myth that bamboo paper doesn't break down. We have disintegration and flushability tests proving our products break down well within required timeframes.



Supporting Dealers With Price, Origin, and Quality Objections

- If a customer is focused solely on the lowest price, we may not be the right fit
- For those who value **quality**, **skin-friendly products**, and **environmental benefits**, we are an excellent match
- We also offer products that can **reduce cost-in-use**, creating opportunities to save money

Seasonal and Recurring Sales Opportunities

- B-Corp Month & Panda Day (March)
- Plastic Free July (July)
- Bamboo Month (September)
- Green Friday (November)

Marketing Assets and Campaign Support

We have a comprehensive Marketing Toolkit that includes assets, ready-made web banners, and social content.

Periods Where Demand Typically Spikes

- Our strongest period over the last three years has been **Q4**
- We also see a spike in **January**, when customers begin the year with sustainability-focused resolutions