

What are common misconceptions or sales barriers - and how can they be overcome?

‘That bamboo tissue is not sustainable as it comes from China’

Bamboo toilet paper actually produces 45% less carbon than recycled paper and 27% less carbon than paper made from virgin tress. (happy to share our latest LCA)

Prevents Deforestation – Trees belong in forests, not your bin. If it takes decades to grow, why use it once? Bamboo grows back.

Rapid Renewal – Bamboo grows up to 91 cm a day, it's a grass that magically renews itself after harvest.

Hypoallergenic – No itching or irritation. Just skin-friendly softness.

Free from Harmful Chemicals – No sneaky toxins or forever chemicals. Just clean, safe ingredients that do their job.

What evidence or data do you provide to help dealers respond to sustainability scepticism?

We can supply our Impact Report and recent LCA as well as a fantastic video on our supply chain.

Here is a Supply Chain video on how we source the bamboo -

<https://youtu.be/PJL0ZSi4HkY?feature=shared>

Also is the Impact Report in Digital Form which will include our LCA

<https://uk.cheekypanda.com/blogs/learn-sustainability/impact-report-2023-24>

Are there simple ways dealers can position bamboo as both eco-friendly and effective?

We are always keen to drive trial with dealers and would love to supply samples. I think personally using the products and knowing the story make it much easier to believe in the brand in able to recommend our products.

Have you noticed any industry myths about bamboo that you'd like to bust once and for all?

Apart from the one about China which I hope we have answered above, I have heard a couple of times a myth around bamboo paper not breaking down. We have disintegration (flushability) tests we can prove that our products break down in under the required times.

How do you support dealers when they encounter objections around price, origin, or quality?

Price is always a tough one. If it is purely on price we will not win. But if people want a good quality product that is good for the environment and good for skin then we should absolutely be the right fit. We can offer products that will help reduce cost in use so there are opportunities to save money in some cases.

Are there any seasonal or recurring sales opportunities in this category?

B-Corp Month & Panda Day (March)

Plastic Free July (July)

Bamboo Month (September)

Green Friday (November)

Do you provide any marketing assets or ready-made campaigns for key calendar moments?

We have a fantastic Marketing Toolkit we would be happy to share which includes all assets, ready-made web banners and social content.

Are there any overlooked times of year where demand spikes (e.g. start of school term, facility reopening's)?

Weirdly our strongest time of the year has been in Q4 over the last 3 years. We do often see a spike in January with people starting the New Year with sustainable resolutions as well.

For enquiries on the Cheeky Panda products, contact Simon Weavers, Sales Director
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