

Press Release Lunchbox July 1, 2024

Less waste + more flexibility – why Australian mums can't get enough of this award-winning bento-style lunchbox

It's a lunchbox right? What could be so interesting about a container that is used to carry food from home to school (and let's be honest – sometimes back again!). A few things – its easy, it's flexible – and it's cool. The b.box lunchbox range fits whole foods – and makes lunchtimes a whole lot easier. Easy to pack, easy to carry, easy to open, and easy to clean. And it looks so great – kids love taking their 'b.box' to school.

It's a winning combination – that has led hundreds of thousands of Australian mums to jump on board and become b.box lunchbox obsessed. Australia is where it started – developed by the b.box in-house team of designers – but not where it ends. Now quickly gaining popularity all around the world – in the US, Asia, Europe and the Middle East. The b.box lunchbox range is a great example of how clever, intuitively designed products can really resonate with a large group of people.

Kellie Smith, Global Brand Manager at b.box for kids loves the b.box fans – “ we have a huge extremely loyal group of parents who are so obsessed with our lunchboxes – they have set up their own online communities. It's a marketer's dream to have a product that consumers love so much and are so engaged with the product that they become your most vocal advocates! They even serve as back-up customer service – answering each other's questions, and suggesting lunch recipes and options. We truly believe when consumers use b.box - the quality and usability of our products does the talking for us. It's a testament to our fabulous design team that so many parents and kids use and love our lunchboxes”

Clever flexible design

Kids love different choices throughout the day, so the lunchbox has been designed to offer a flexibility. Whole fruit such as oranges and apples can be packed underneath the flexible silicone seal. The silicone seal also creates two additional compartments that can store wet foods such as yoghurt or cut fruit.



## Less single-use plastic waste

There's no need for additional plastic wraps to seal or separate foods in the lunchbox. Each section keeps foods separated, including wet and dry foods. Many Australian schools have "rubbish free" lunch days – where they are not allowed to bring to school any food wrapped in single use plastics. It's a great initiative that is gaining traction around the world. European countries are already leading the way in terms of minimizing the use of single-use plastics – the b.box lunchbox makes doing this so much easier. A range of smaller accessories are available to use with the lunchbox to help reduce waste.

