



Build a Better Tomorrow!





PLANT-BASED a base de plantes a base de plantas 🔏



Fabriqué aux Pays-Bas Hecho en los Países Bajos

We make products from nature with love

BiOBUDDi believes it is possible to play and have fun with toys without harming the environment. That's the reason we produce eco-friendly toys for children.

Eco-friendly

Fun

Educational

Safe

Durable

Easy to clean

Learn more about BiOBUDDi

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The story of BiOBUDDi

From our biobased materials to our manufacturing in the Netherlands, we're raising awareness about sustainability while delivering unquestionably safe products.

We believe that the best way to encourage environmental change is through goods people buy and use every day



Our story started with a fathers dream

On a hot summer day in June 2011, Steven van Bommel, father of two daughters came home one day from a long day of work. Steven van Bommel had been producing plastic toys for the past few years and was busy on the promotional activity of it. He grew up in a family business, where he started working as a young boy in 1986. In the year 2000, after 14 years of hard work, he took over the company from his father who retired. At that time, the company was going through a turbulent time.

The big switch

The two daughters were always interested in the activities of their father. The youngest of the two asked that evening why her father still made toys in the far east from normal plastic. She told her father that the current promotion was harming the environment around him and that of the next generation.

At school that same day she learned that plastic is for the most part made of petroleum. Petroleum is a scarce raw material that causes enormous damage to the environment. The productions of these plastics results in high CO2 emissions.

It was at this moment that Van Bommel realized that things could and should be done differently. The daughter had unknowingly opened his eyes that evening. He really wanted his production to add something to society. It was time to make some drastic changes in the company. Van Bommel's dream from now on was to make products that are safe and do not damage the environment in which we live. The following day it was decided that all accumulated reserves should go to this new project. All current investments and projects were stopped. It was that day when BiOBUDDi was born, even though it took some time before it actually came to life.

A special compound

In 2012, Steven van Bommel, together with his team began working on the development of eco-friendly larger sized toy blocks. He knew the toy market because of his current businesses and started an investigation.

He came in contact with several experts in the field that have been active for years with alternative forms of plastic. They were able to tell him everything about alternative materials

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and together they started testing. It was a long and complex process. During the process, a collaboration was also started with The Wageningen University. The family company looked for help in every way to get this great project off the ground. Many tests did not go as expected in the first two years. Investments were made without reaching a desired result.

In particular, the choice of material was of great importance, because there was a desire to develop a circular flow in the raw material. In 2017, after 5 years of extremely hard work, there was finally a success to celebrate. The toy blocks could be made from a material that met the requirements! It was that day when the brand name BiOBUDDi was registered and the first toys sets came on the Dutch market by the end of 2017!



We are committed to develop and sell sustainable, socially responsible, eco-friendly and educational toys that don't harm the environment.

Steven van Bommel, CEO BiOBUDDi

The values of BiOBUDDi

Eco-friendly

BiOBUDDi is friendly to the environment. The production process, the use of the building blocks and the waste phase of BiOBUDDi's building blocks are entirely eco-friendly. Our main basic material comes from sugarcane plants, unlike oil, this is a sustainable resource. We reuse a portion that remains in the processing of sugar cane. This portion forms the basis of a natural developed compound that is almost fully biobased.

The toy production and development saves a large amount of CO2 emissions compared to regular toy products. The products have a natural origin and do not infringe the food chain. The entire production chain is circular and therefore recyclable in the global recycling flow.

Fun

Having fun makes everything go easier. Fun gives you positive energy, this energy spreads to those around you. For BiOBUDDi, fun means creating and completing new creations with sustainable toys. Having fun is easier together; playing together, exploring together and creating together. BiOBUDDi stimulates the fantasy and imagination of children. Children are having the most fun by building a world of their own.





Safety

BiOBUDDi isn't only safe for the environment. Our products are specially made for children, this means our products have to be extra safe for little small hands.

BiOBUDDi all products has its tested by TÜV the Rheinland. BiOBUDDi has both EN71-1 and EN71-2 certificates, EN71 specifies safety requirements for toys in the European Union. EN 71-1 stands for the mechanical and physical properties, and EN 71-2 stands for the flammability. TÜV Rheinland also did chemical testing on our products, in which they passed. We are also one of the few toy companies that have a DIN CERTCO certificate. This is a specific certificate that stands for our quality, safety efficiency and reliability of our products. We mention important safety risks on every package. For this reason we advise parents to read the packaging carefully before the child starts to enjoy a BiOBUDDi product.

through its core, BiOBUDDi has always been an eco-friendly toy company. Since the day that Van Bommel's daughter came home with an important message, the commitment to sustainability is part of our DNA of the family business.

Educational

Learning, exploring and experimenting, BiOBUDDi brings education and fun together as one with a variety of subjects and themes. Playing with toy blocks helps stimulating children to develop skills like creativity, imagination and motor skills.

Part Three

Awards

BiOBUDDi has already received much attention in the short time that it's been available on the toy market.

More and more consumers attach greater importance to the origin of the products they purchase. There is a greater demand for sustainable products. BiOBUDDi is a forerunner, especially in the still very conservative toy market. This has resulted in winning various awards. The awards are an encouragement for the young toy brand.



2019



BiOBUDDi Group B.V.

Best for Eco-Friendly Educational Toys 2018 - Western Europe





AWARDS™



Process of manufacturing

Build a better tomorrow with BiOBUDDi

We are proud to say that our products are designed and made in the Netherlands. Our main focus is to produce safe, eco-friendly and high-quality products. Every day is a challenge to improve our production process. From our biobased materials to our manufacturing in the Netherlands, we're raising awareness about sustainability while delivering unquestionably safe products.

We strongly believe that the best way to encourage environmental change is through goods people buy and use every day.

Global warming

You might not see it, but the air is everywhere around us. Air consists of many types of gasses, like nitrogen, oxygen and carbon dioxide.

The combustion of coals, gasses, and oil in power plants and the combustion of fuels like gasoline in cars, ships, and airplanes release carbon dioxide. The plants and trees turn this carbon dioxide into oxygen but they cannot keep up with the increased amount of carbon dioxide released today.



Carbon dioxide is part of the atmosphere, a protective layer around the planet to keep the earth in balance. Light and warmth of the sun pass through this layer but when there is too much carbon dioxide in the air the warmth cannot leave our atmosphere, resulting in a rise of temperature. The increased temperature rise has several negative consequences, such as ice

Present



Future



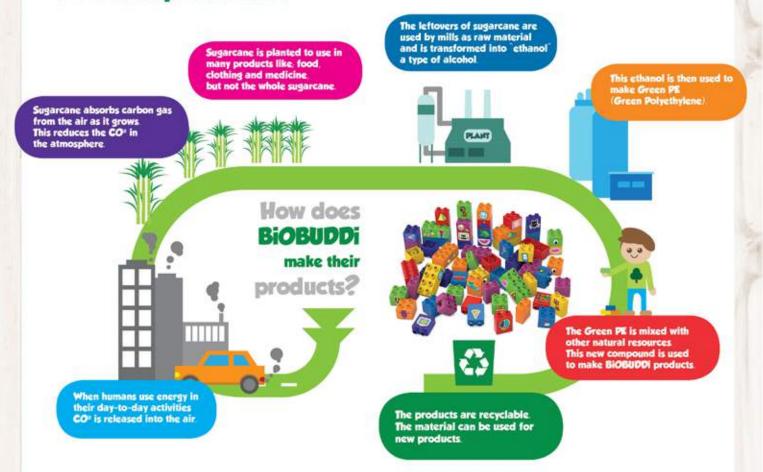
Let's have a positive impact on our planet earth.

of the North Pole that melts and devastating floods. Other consequences of the increased temperature are droughts and forest fires. We call this increase in temperature global warming. With our production of toys we do not want to be part of this harmful cycle.

Natural compound

To prevent the temperature from rising any further BiOBUDDi searched for a resource which absorbs carbon dioxide. A resource which is recyclable and usable for the production of toys for children. We discovered these traits in sugarcane plants. These plants absorb carbon dioxide to grow while turning it into oxygen. Sugarcane plants are used by the food industry but also for clothing and medicine.

How is it produced?



Sugarcane plants surve lot of usages but it also leaves some non-usable parts. And that is the main part of the natural compound that BiOBUDDi uses for their products.

The non-usable part of this sugarcane processing can be used to create **bio-ethanol**, this is a kind of alcohol used to create **green polyethylene** (Green PE). This polyethylene is compounded in Europe with some extra natural resources.

The compound that is created with this is patented by BiOBUDDi. All BiOBUDDi products are made with the compound that is highly biobased and we are the one only using this unique

compound in the world. It is a process that results in a large saving of CO2 in the atmosphere. It is a process that is circular.

Tested



The formula of the eco-friendly products is vastly tested with EU and other international standards. To ensure the quality we check the production process from up close. Even the manuals, packaging and promotional materials are eco-friendly made. Our process is guaranteed of respect for the earth and people on it.

It is our vision to Build a Better Tomorrow and our mission to make products that are safe and do not harm the environment that we live in!





BiOBUDDi for education

Children of the ages 1,5 to 6 years old explore the world by playing. Children have unlimited imagination and often amaze us with their colorful fantasies and stories.

Setting the right example

BiOBUDDi's vision is "Build a Better Tomorrow" and children being the next generation, are part of this "better tomorrow". That's why we as BiOBUDDi think it's really important to be a good example to them. Let them play with plant-based products that are going to help their future planet in staying green and healthy. They should become familiar with products that are sustainable, even when they're really young. Aside from being healthy towards the environment, our products are child-friendly as well.

Educational play sets

We want children to learn in a fun and eco-friendly way at school, and for this reason, BiOBUDDi makes educational play sets for schools and day-cares. The play sets contain multiple blocks, baseplates, and learning books. Each play set is suitable for groups of 4 to 8 children.

These play sets help children develop their motor skills, social skills, creativity, and imagination. The learning books in each set contain a lot of information about the designated subject. Stimulating learning with fun, and having fun is easier together! Playing together, exploring together, and creating together.

BiOBUDDi wants to stimulate the fantasy and imagination of children. Children are having the most fun building a world of their own.

Our four different Educational play sets:

The Animal set

Help kids get familiar with names, shapes, and anatomy of animals with the Animal Play set! Let children learn more about their created animal by using our learning books included in every play set. Our environmentally friendly building blocks are specially designed for the small hands of kids. The product also comes with a handy storage box, so you don't have to worry about the mess when the kids are done playing!





The Basic City set

The Basic City set is perfect for children with a big imagination. Learn about everything that has to do with the city. Build cranes, trains, cars, trucks, houses, and helicopters. The possibilities are endless! The basic city set is interesting, easy to build, and enhances the child's creativity.

Containing 240 building blocks the basic city set guarantees hours of fun.





The Farming set

There is much work to do! Unleash the little farmer within your child thanks to our farming play set. The farming set contains of 240 blocks, multiple baseplates, and multiple learning books. This allows children to learn more about the farm, different vegetables, and farm animals. Let your child get familiar with life on the farm!

The Characters set

The Characters play set is the perfect set to enhance social skills! This set really focuses on bettering the development of emotional intelligence. Children learn more about the importance of friendship by building different themes, and scenarios with their friends, alone or with mom and dad. The Characters play set helps toddlers and pre-schoolers to learn how to recognize and understand different types of emotions, which they can learn through different facial expressions of each character.





Biobags

BiOBUDDi also offers different "Biobags" these are large bags that come in different sizes, containing up to 500 building blocks! the bags are made of biobased plastic which makes not only the product but also the packaging completely green!

BiOBUDDi building blocks are fully compatible with other building blocks brands.

Part Six

Multi-platform IP

BiOBUDDi has started several partnerships in its short existence. One of those partnerships really stands out. From the moment the two parties got to know each other, there was a common conviction that the parties could strengthen each other.

Recycle through fun and play

BiOBUDDi a new outstanding toy brand and Tiny Giants a multi-platform intellectual property incubator. Together they created SWAMPIES, a cross form platform product that aims to teach children to recycle through fun and play.



SWAMPIES will develop all across media platforms. including film. TV. video, gaming, and web-based content. The first step towards this development has now been taken. Multiple animations will be developed in collaboration with Mindshow, that is based in Los Angeles. Mindshow's investors include DFJ Venture, BDMI, and Vayner/RSE. The company is growing and is known for its innovation in the animation scene. In 2019, the first part of the SWAMPIES animation series will be launched online.









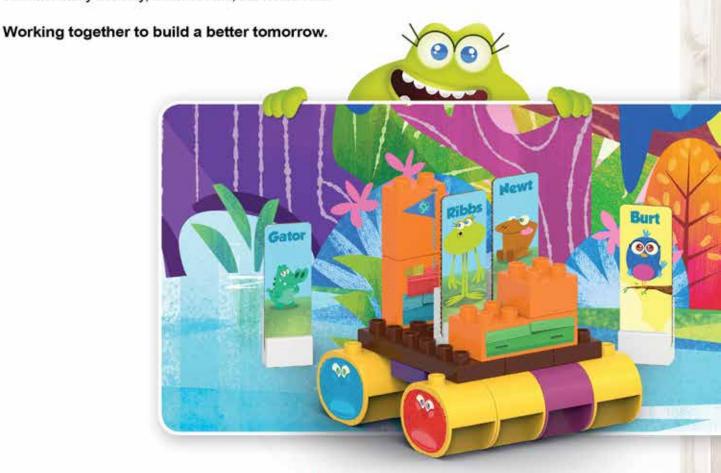
BB-0152 Ribbs



BB-0151 Newt

Toy line

Based on the storyline BiOBUDDi developed 12 unique play and build sets. The toy line was launched on the biggest toy fairs in Germany, China and the States. The responses to the sets were overwhelmingly positive. The toy sets eventually strengthen all media platforms, including film, TV, video, gaming and web-based content. From the other side, the content reinforces the toy sets. It is intended that it leads to an unprecedented cross-pollination in all forms possible. The storyline is fused with the brand values of BiOBUDDi. The most important values are environmentally friendly, educational, safe and fun.



BiOBUDDi in retail

BiOBUDDi toys is not only fun, but it also stimulates talent development. BiOBUDDi toys is patented and tested by children. Now it's time to let partners join BiOBUDDi. We are looking for retail partners who, like us, believe that our toys should not be harmful to our future generations.

We want to collaborate with serious partners based on co-creation. We have an innovative, unique and promising product. Retailers know what it takes for a successful introduction of a product line.

BiOBUDDi is an excellent addition to any store concept. We believe it is of great importance that our brand values are well reflected in store shelves. To do this in the best possible way, we have developed promotional materials for instore. **See an example here:**



Together with the customer we are happy to discuss what is possible in a store and love to support appealing presentations. We greatly appreciate initiatives from customers. Shop shelves vary in size and design throughout the world. We give here a number of examples of previously developed presentations. There is also the option of purchasing a product display.











Product display

BiOBUDDi is currently distributed to the following countries around the world.

Albania
Brazil
Bulgaria
Canada
Chili
China
Colombia
Denmark
Germany
Greece
Estonia

Finland
France
Georgia
Hongkong
Italy
Croatia
Latvia
Libanon
Lithuania
Luxembourg
Macadonia

Malta
Norway
the Netherlands
New-Zeeland
Poland
South-Korea
Sweden
Roemenia
Russia
Serbia
Singapore

Spain
Czech Republic
UAE
USA
Belarus
Slovakia
South-Africa
Switserland





Part Eight

Social media

BiOBUDDi is an international company. Because of this, social media is very important to us. Having accounts on Facebook, Instagram, and Twitter, we try to be as active as possible for our customers. Because of social media, we are able to be much more in contact with our customers.

Seeing people post their children having fun with our BiOBUDDi products through social media is something that really motivates the whole team!



Keeping contact

Social media also gives us the opportunity to stay in contact with our customers before and after they bought our product. This direct communication gives us the abillity to be sure that our customer is satisfied. Our customers can reach us on multiple platforms and we try to respond within a certain period of time; this helps clear up any potential miscommunications or misunderstandings.

BiOBUDDi attaches a lot of value to this way of communicating with customers, it makes it personal and refreshing not only for the customer, but also for us.

Daily posting

We like to post daily on our social media accounts to keep our follower base satisfied and active. Another great way we keep the follower base active is by holding different giveaways. We regularly hold giveaways and events to hereby enhance our reach.

Barter deal

Another way we use social media is by contacting or getting contacted by bloggers and influencers. We make use of a barter deal, where the blogger or influencer receives a product, then writes a review, and multiple get to keep the product. We have done this in the past and are currently still doing this with diverse bloggers and influencers.





Learn through play

There are only a few toys that have the same play value as building blocks. They are versatile! Unlike a toy garage or farm setting, a set of blocks can become whatever your child wishes them to be! (A farm one day or a skyscraper the next!) They can be enjoyed alone or with a friend. They're also a method for many kinds of hands-on learning that build language and math concepts.

As your child plays with blocks they also play around with symbolic thinking, making one thing stand for something else. This kind of thinking is a giant intellectual step taking the child closer to using more abstract symbols like words and numbers. Instead of asking what this toy can do... Building blocks invite kids to ask themselves... What can they do with these blocks today?



Better motor skills and mental stimulation

Using building blocks requires your child to put them in a position so that they do not topple over. As a result, hand-eye coordination improves the more the child plays. The act of grasping the blocks itself serves as good practice for gripping objects and strengthens the fingers and hands of the child. Your child learns to think logically when playing with building blocks. After a few tries at building something, your child will learn that the blocks have to be arranged and placed properly to stand sturdy.

An older child will also realize that a stronger base can be made if you arrange most of the blocks at the bottom. Logical thinking skills are crucial in a child's intellectual development.

Improves creativity. maths and vocabulary skills

Studies have shown that the inclusion of building blocks in playtime helps develop language and mathematical skills, as well as creativity among children. Language skills develop when the child learns the names of the colors, shapes, and sizes of building blocks. Mathematical skills are sharpened when a child learns to add up or subtract the number of building blocks required to build a structure. Learning how to create different types of structures using buildings blocks will stimulate their creative mind as well.

Children are born to learn through play

Building blocks are the type of toys that a child can share with others. By encouraging them to play together they learn how to interact and cooperate. This among the first forms of teamwork your child can engage in. It may be difficult to comprehend how toys as simple as building blocks offer so many benefits. But it's wonderful to know that age-old, simple toys can serve such a good purpose.



The predominant emotions of play are interest and joy.

Peter Gray, Play researcher



Frequently asked questions

What are the BiOBUDDi building blocks made of?

To prevent the temperature from rising any further BiOBUDDi searched for a resource which absorbs carbon dioxide. A resource which is recyclable and usable for the production of toys for children. We discovered these traits in sugarcane plants. These plants absorb carbon dioxide to grow while turning it into oxygen. Sugarcane plants are used by the food industry but also for clothing and medicine. A lot of usages but it also leaves some non-usable part. And that is the main part of the natural compound that BiOBUDDi uses for their products.

The non-usable part of this sugarcane processing can be used to create bio-ethanol, this is a kind of alcohol used to create green polyethylene (Green PE). This polyethylene is compounded in Europe with some extra natural resources.

The compound that is created with this is patented by BiOBUDDi. All BiOBUDDi products are made with the compound that is highly biobased and we are the only using this unique compound in the world. It is a process that results in a large saving of CO2 in the atmosphere. It is a process that is circular.

What are the differences between these building blocks and those of different brands?

BiOBUDDi products are made with the compound that is highly biobased and we are the only using this unique compound in the world, the toy feels soft but is flexible and hard where needed. The toy contributes to the educational development of a child.

Are the building blocks safe for young children?

BiOBUDDI isn't only safe for the environment. Our products are specially made for children, this means our products have to be extra safe for little small hands. BiOBUDDI has all of its products tested by the TÜV Rheinland. BiOBUDDI has both EN71-1 and EN71-2 certificates, EN71 specifies safety requirements for toys in the European Union. EN 71-1 stands for the mechanical and physical properties, and EN 71-2 stands for the flammability.

TÜV Rheinland also did chemical testing on our products, in which they passed. We are also one of the few toy companies that have a DIN CERTCO certificate. This is a specific certificate that stands for our quality, safety efficiency and reliability of our products. We mention important safety risks on every package. For this reason we advise parents to read the packaging carefully before the child starts to enjoy a BiOBUDDi product.

Are these building blocks as durable as those of different brands? BiOBUDDi building blocks are sturdy and last generations.

Are the BiOBUDDi building blocks compatible with blocks of different brands?

The size of the BiOBUDDi building blocks matches the size of those of different brands. The building blocks are therefor compatible with other bands.

My playset is incomplete or damaged, what do I do?

Contact BiOBUDDi by phone +31 77 3211404 or send an e-mail to customerservice@BiOBUDDi.com.

The BiOBUDDi products are recyclable, but where do I send them to?

The recycling progress is the same as the regular polyethylene recycling.

How can I tell the difference between biobased building blocks and oil-based plastic blocks?

Our building blocks contain the BiOBUDDi mark. The color and texture are similar.

What kind of influence do these building blocks have on my child?

Building blocks help your child's development. They help stimulating creativity and imagination. Building with building blocks helps developing spatial awareness and motor skills.

Is the packaging of the products environment friendly as well?

All our packaging is approved by FSC. All other plastic packaging materials used in the products of BiOBUDDi are organic and recyclable.

What does FSC mean exactly?

The Forest Stewardship Council (FSC) is an international organization that is committed to conservation and responsible forest management. This certification, therefore, ensures that the wood comes from responsibly kept forests. Responsible means that ecological, economic and social questions of the present and the future are taken into account.

Are the stickers used on the products biobased?

Yes, even our stickers on the products are sourced from eco-friendly materials.

Corporate Identity

Logo and brandslogan

The following are specific guidelines related to the BiOBUDDi logo and identity.

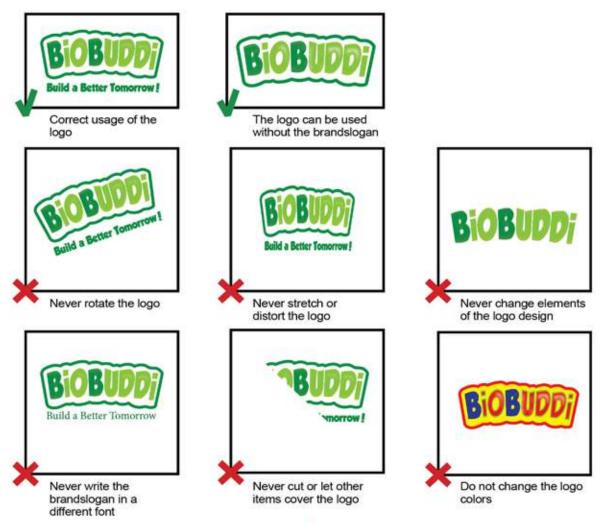






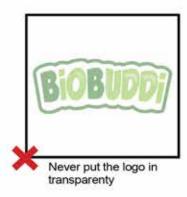
The base of the BiOBUDDi logo comes with a brandslogan. The logo can be used with or without it's slogan, in discussion the slogan can be translated. It is allowed to use the slogan separated from the logo or adding it separately to other BiOBUDDi multimedia expressions. Only use the slogan in BiOBUDDi green, white or black.

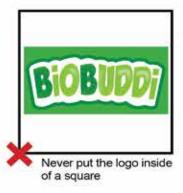
The usage of the logo comes with certain restrictions. Keep in mind the quality and shape when resizing the logo. There should be sufficient clear space around the logo, and the logo can only be used on BiOBUDDi fitting material. The logo carries a strong visual character, and it will stay strong if used correctly:

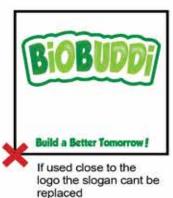












The usage of colored areas and squares.

The usages of squares are seen in different BiOBUDDi media expressions. The squares are intended to keep the text legible regardless of the background and pop out the images.

Squares and colored areas can be made with a 2.52 cm round corner, as well as a light drop shadow. Making it more playful.

Proper application of our squares:

- Always use the corporate identity colors or a brand fitting image.
- The corners should always involve a 2,52 cm round effect.



Typefaces

The corporate identity is characterized by two fonts, **GROBOLD** and **Arial**. Other fonts are not allowed.

ARIAL is a clear communicating and legible font type. Within Arial, there are 3 different font applications. Arial forms the basis of every document and is applied as reading font.

Arial Regular (12pt)	Arial Bold (12pt)	Arial Bold Italic(12pt)
ABCDEFGHIJKLMN	ABCDEFGHIJKLMN	ABCDEFGHIJKLMN
OPQRSTUVWXYZ	OPQRSTUVWXYZ	OPQRSTUVWXYZ
abcdefghijklmn	abcdefghijklmn	abcdefghijklmn
opqrstuvwxyz	opqrstuvwxyz	opgrstuvwxyz
1234567890	1234567890	1234567890

GROBOLD can only be applied in one way. This font is used as payoff and titles of different headings within the text. This font is used within the corporate identity. The playful letters form an interesting contrast with the neutral font Arial.

GROBOLD Regular (12pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Color palette

Different colors have been determined for the corporate identity of BiOBUDDi. It's about natural green colors. The use of these colors characterizes BiOBUDDi's corporate identity.

CMYK	87/21/100/000
RGB	006/143/071
WEB	#068F47
TINT	100%

RGB	50/00/100/00 140/198/63 #8CC63F 100%	

CMYK	000/000/000/000
RGB	225/225/225
WEB	#FFFFFF
TINT	100%

Let's have a positive impact on the planet!

BiOBUDDi is committed to build a better tomorrow, and for this reason develops and makes eco-friendly products. From our biobased materials to our manufacturing in the Netherlands, we're raising awareness about sustainability while delivering unquestionably safe products.

Our new "green" biobased toys are derived from a special natural compound. Our commitment to sustainability and play is part of our DNA and we hope to inspire others to share in this passion.

BiOBUDDi continues to add new products to its eco-friendly toy range. The toy brand is becoming more and more known as the world's first and best-selling eco-friendly toy blocks producer. To learn more about BiOBUDDi please visit our website or follow us on your favorite social media platform.

"We shall require a substantially new manner of thinking if mankind is to survive."

-Albert Einstein-(1879-1955)



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