



## REUSABLE WATER BALLOONS

**Love water fights but hate single-use water balloons?** Imagine a water fight that lasts all day with no rubbish to pick up!

This is the exciting concept behind a new, Kiwi-designed water toy born out of frustration at the lack of genuine green options for family fun.

The Christchurch women behind award-winning businesses, The Rubbish Whisperer and Remix Plastic, have teamed up to create EcoSplat and put the concept of climate-friendly fun into practice.

**Our vision is rubbish-free water fights for everyone!**

2021 and 2022 WINNER  
BEST NEW PRODUCT  
NZ GIFT & HOMEWARES FAIRS

[www.ecosplat.co.nz](http://www.ecosplat.co.nz)



**Available in leading retailers in summer 2022!**



## Contact



[hello@ecosplat.co.nz](mailto:hello@ecosplat.co.nz)



[www.facebook.com/ecosplatnz](https://www.facebook.com/ecosplatnz)



027 863 5700



[@ecosplatnz](https://www.instagram.com/ecosplatnz)

# Our Story

Anthea Madill and Helen Townsend have been leaders in sustainability since 2013, establishing high impact, award-winning businesses that disrupt the status quo. They both know how hard it is to find eco-friendly toys and are excited about EcoSplat – mainly because it gives them a legitimate reason to play at work!

## Anthea Madill



Anthea has always had a passion for the environment, studying Zoology and training as a SCUBA diving instructor. In 2016, having a child confronted her with the disconnect between her actions and her household's environmental impact. She began to reduce waste where possible and in 2018 set up her environmentally focused education business, **Remix Plastic**.

Remix Plastic reached over 500,000 people when **Jacinda Ardern wore a pair of their recycled plastic Huia feather earrings**. Breaking into a mainstream market with a sustainable product provided her an opportunity to educate consumers on environmental issues.

### Awards

Finalist, Most Sustainable Business Project, Keep NZ Beautiful, 2019

Finalist, Communicating for Impact, Sustainable Business Network, 2020

Finalist, Business Enterprise, Women of Influence 2021

### Memberships

Sustainable Ōtautahi Christchurch, Science Communicators Association of New Zealand, Aotearoa Plastic Pollution Alliance, Zero Waste Network.

### Featured in:



## Helen Townsend

After living in Nepal and witnessing how much plastic ends up in their rivers, Helen realised that in NZ we produce so much more rubbish but because it's collected every two weeks we never have to confront how much we produce.

In response to this Helen founded **The Rubbish Whisperer** in 2013 - one of the first companies in NZ to provide easy alternatives to single-use plastics. Helen and her team of 17 **manufactured enough reusable produce bags to replace over 30 million plastic bags, pioneered eco-friendly school fundraising and spearheaded the paper straws on request campaign**. Helen advises businesses and organisations on sustainability, business development and circular economy.

### Awards

Finalist, Young Enterprise Scheme, Alumni Contributor of the Year, 2021

Finalist, Women of Influence Awards, Business Enterprise, 2020

Winner, Most Sustainable Business, Keep NZ Beautiful, 2019

Winner, Most Sustainable Small Business, Keep NZ Beautiful, 2018

Finalist, Young Enterprise Scheme, Emerging Alumni, 2019

### Memberships

Aotearoa Plastic Pollution Alliance

Plastic Pollution Coalition



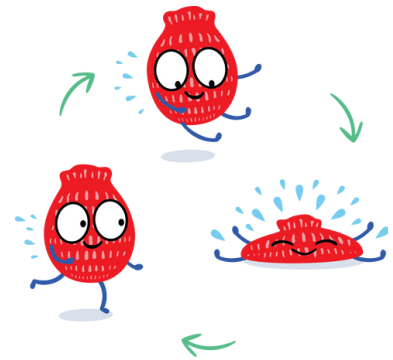
### Featured in:



[Downloadable assets](#)

## Key Messages

- **More fun, no rubbish.**
- **EcoSplat shows kids that they can still have fun while doing good for the planet.**
- **Each EcoSplat reusable water balloon replaces more than 3,000 single-use water balloons.**
- **Guilt-free summer fun.**



## Story Opportunities

### Business

- **Women in Business:** Multi award winning Christchurch business women Anthea Madill and Helen Townsend are taking the toy industry by storm with their new sustainable product, EcoSplat; a Kiwi-designed eco-friendly water balloon born out of frustration at the lack of genuine green options for family fun.
- **Sustainable Business:** Anthea Madill and Helen Townsend have been leaders in sustainability since 2013, establishing high impact, award-winning businesses that disrupt the status quo. As mothers themselves, they both know how hard it is to find eco-friendly toys for their kids, and it was through this shared frustration that EcoSplat was born.



### Environment

- **Reducing Waste/Climate Action:** Single-use water balloons produce over 3.2 billion bits of rubbish each year. EcoSplat is here to turn this statistic around with their world-first reusable water balloons: more fun, no rubbish.



### Family

- **Eco-Conscious Parents:** “We don't want our kids to use disposable water balloons, but we also don't want them to miss out on the classic Kiwi water fight experience,” says Helen Townsend. EcoSplat provides an alternative to single-use water balloons, allowing environmentally conscious parents fun that aligns with their family's values. “Our reusable water balloons provide a way to embed sustainability into the lives of our tamariki.”
- **Kiwi Family Summer Fun:** EcoSplat's world-first reusable water balloons are what every family needs this summer. All you need is a bucket of water; no messing with the taps all day, no arguing about who is going to pick up all the rubbish. Just pure summer fun - without the guilt.



# ECOSPLAT PRESS RELEASE

## A new spin on an old favourite

Award-winning Christchurch women entrepreneurs launch EcoSplat Reusable Water Balloons; a new spin on an old favourite.

Imagine a summer filled with endless water fights. Water fights that are self-perpetuating allowing you to sit back, relax and let the kids run around for hours. All you need is a bucket of water; no messing with the taps all day, no arguing about who is going to pick up all the rubbish. Just pure summer fun.

Then, imagine if those water fights were environment and ocean-friendly. No pieces of rubbish strewn on the lawn waiting to get chewed up by the lawnmower or ingested by the dog. No finding rubbish in your veggie patch for years afterwards and no litter down the drain to the sea. Guilt free.

This is the exciting concept behind EcoSplat Reusable Water Balloons; a new, Kiwi-designed eco-friendly water toy born out of frustration at the lack of genuine green options for family fun. Founded by two Christchurch women stemming from award-winning businesses, The Rubbish Whisperer and Remix Plastic, EcoSplat originated from a joint vision to put the concept of climate-friendly fun into practice.

“We don't want our kids to use disposable water balloons, but we also don't want them to miss out on the classic Kiwi water fight experience,” says Helen Townsend, co-founder of EcoSplat.

“Our reusable water balloons provide a way to embed sustainability into the lives of our tamariki,” says Anthea Madill, director of Remix Plastic and co-founder of EcoSplat. “In a time of massive global climate issues, parents are wanting tangible and accessible solutions and to live by example.”

Through her project Remix Plastic, Madill has been raising awareness of the environmental impact of plastics by actively promoting alternatives and selling recycled plastic accessories such as the huia feather earrings worn by RT Hon. Jacinda Ardern in 2020.

Townsend set up The Rubbish Whisperer to provide plastic-free options for households and school fundraising. When she started 8 years ago, she had to explain why single-use was bad for the planet and why people may want to consider reusables. “We are past the point of raising awareness of the issues, we now need to empower people to take action, and part of that is providing solutions.”

EcoSplat is a modernisation of children's play. It shows kids that they don't have to compartmentalise their lives into 'sustainability' versus 'things I want to do'.

“The exciting part about environmental solutions is taking a problem and redesigning it to better suit the current context,” says Madill. “Not everything has to continue on its current trajectory, we need to step back from our norms, have a think and take action to make changes. And this can be as simple and fun as having an endless ocean-friendly water fight!”

EcoSplat reusable water balloons have just launched with leading New Zealand retailers Toyworld, Acquisitions, Mitre 10, and Paper Plus and are available online and in stores.

[www.ecosplat.co.nz](http://www.ecosplat.co.nz)