

B Corp Bitmore makes TFWA WE return with sustainable range of products

**Eco-friendly tech brand Bitmore will present its upgraded suite of consumer electronics products at this year's TFWA World Exhibition (1-6 October).**

The latest sustainable range includes powerbanks, chargers, audio (*headphones, earbuds and speakers*), plus accessories such as sustainable travel pillows.

Bitmore says there are now more than 35 skus in its portfolio that use environmentally friendly materials such as recycled plastic and wheat straw.

Power Delivery (PD) technology boosts the powerbanks and charging devices to allow various devices to absorb more power in a shorter period of time, continues the brand.



**Hoj Parmar, CEO, Bitmore.**



**Bitmore's suite of products feature a consistent new brand look with a prominent dark grey colourway with dashes of luminous colour.**

## High expectations for Cannes

Many of the most popular mobile devices, including iPhones and the Samsung Galaxy series, are PD-enabled.

Also due to be unveiled in Cannes for the first time is a premium sku from Bitmore's Snooza travel pillow range.

Using a patented design and material made from recycled bottles that are reclaimed within 50 kilometres of coastlines, the pillow folds in on itself making it easier to carry in a pouch and features strategically-placed 'bumps' giving extra support to the wearer's neck.

Additionally, there will be a table of prototype products on the Bitmore stand for visitors to test and offer their feedback on.

Several products from last year's table went on to become a core part of the Bitmore range.

Bitmore CEO Hoj Parmar said: "We are very excited to return to TFWA World Exhibition this year, this time as a **certified B Corporation**. It was a difficult status to obtain, but it is a great step forward for the business to have that credential.

"It reassures our retail partners that they are dealing with a sustainable company, not just in terms of our products, but how we act across all aspects of the business.

"I think that is something they value highly in our changing world, where sustainability matters a great deal to a large proportion of consumers. I believe that's a key reason why we have managed to win business with so many high-class travel retailer partners.

**Bitmore was awarded five-star TR Sustainability Hero 2023 status in the Sustainability Pitch, held during TR Sustainability Week. The company's products are now listed on around**

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**40 of the world's largest airlines and sold in territories including the UK, the EU, the Middle East, Africa, India, Thailand, North America and Brazil. Its retail partners include World Duty Free, Dubai Duty Free, Lagardère Travel Retail, 3Sixty Duty Free, Mumbai Duty Free and King Power (Thailand).**

"That said, the success of a brand is also about the quality, value and look of its products, and we will appear this year with a great new set of products that meet those requirements. Added to the fact that all Bitmore products come with such strong sustainability credentials, I think we have a very attractive proposition for new and existing travel retail buyer contacts."

"Like everyone else in the industry, I have high expectations for this year's event having exhibited for the first time in 2021 during the height of Covid and then at last year's very promising recovery show. I cant wait to catch up with old contacts face-to-face and connect with new ones."

*Bitmore is exhibiting at Blue Village F23*

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