



PRESS RELEASE

biobrush wins the Red Dot Award: Best of the Best 2017

Berlin. Biobrush – the biodegradable toothbrush from Berlin – was honoured »Best of the Best« in the product design category among the 2017 Red Dot Awards' laureates. This prize is awarded for extraordinary and ground-breaking design and elects the best products in different categories. A total of 5,500 items from 54 countries contended for this year's awards.

Best of the Best: biobrush

The start-up company Biobrush actually reinvented a commodity whilst consistently focusing on sustainability. The plastic and packaging is based on cellulose made from leftover wood from sustainable forestry. The nylon for the bristles is made from castor oil and only natural emollients are used. The toothbrush is virtually carbon neutral thanks to the optimised manufacturing process. The paints and the plastic are biodegradable, and the packaging can even be composted for your garden.

Nannett Wiedemann, founder and CEO: »We developed a holistic and sustainable concept for a resource saving and affordable toothbrush with a slick design. This is what convinced the jury.«

Presentation of the Award-winning Products

The Award ceremony will take place in Essen on 3rd July in the course of the Red Dot Gala. After that the biobrush will be exhibited for one year at the Red Dot Design Museum in Essen. In addition it will be shown in the Red Dot Design Year Book 2017/2018 and online.

About biobrush GmbH:

The colourful toothbrushes base on a holistic and sustainable concept for resource saving dental care products. The start-up company biobrush has been working on its' realisation ever since 2015. As a result the toothbrushes comply with state-of-the-art dental and hygienic standards. biobrush GmbH develops innovative, resource saving dental products taking into account relevant criteria of dental care. They are currently working on widening their assortment.



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