

Session: Applying biobased polymers for new products
Presentation by: Steven van Bommel, *BiOBUDDi*

Title: **Biobased toys**

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Curriculum:

Steven van Bommel is CEO of the BiOBUDDi Group b.v. (since 2017) which is a toy brand making products that do not harm the environment that we live in. He started his career more than 30 years ago at Lederwaren fabriek van Bommel b.v., a company producing leather goods, as all round worker and worked his way up to CEO. He currently is also CEO of BanBao Europe b.v. (since 2009) which is a company producing/distributing building block toys from China, now newly branded under the name EDUKiE. And he is CEO of Biopromotions b.v. (since 2016), a company developing and producing compostable and biodegradable products.

Abstract:

The BiOBUDDi story started with a father's 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 1985. 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 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 petroleum 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 Steven 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 the day that 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

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larger sized eco-friendly toy blocks. Together with Robert de Waal from Biopromotion (daughter company of the BiOBUDDI group bv) they developed many years working on something unique. 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 had been active for years with alternative plastic forms. They were able to tell him everything about alternative materials 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. The brand name BiOBUDDi was registered and the first toys sets came on the market in The Netherlands by the end of 2017! At the moment BiOBUDDi has a range of more than 60 different toy sets that are sold in almost 30 countries.

Biobuddi



Build
a Better
Tomorrow!

A child's hand is shown playing with colorful building blocks on a wooden floor. The child is wearing a dark blue long-sleeved shirt and a white sneaker with a dark blue stripe. The blocks are in various colors including red, blue, purple, yellow, orange, and pink. The background is a light-colored wooden floor.

Eco-friendly

Safe

Fun

Durable

Educational

Easy to clean

The story of BiOBUDDi



- Our story started with my daughter
- Started working with several partners such as the Wageningen University and Biopromotions.
- Created a special compound

The values of BiOBUDDi



- Eco-friendly
- Fun
- Safety
- Educational



A woman in a grey long-sleeved shirt is painting a yellow teddy bear with colorful stripes and patterns. A young girl in a red and blue striped shirt is also painting the bear with a brush. They are in a bright room with large windows in the background. The text is overlaid in the center of the image.

“

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

Awards



Process of manufacturing



- CO2 reduction
- Natural compound
- Tested by TÜV Rheinland (GERMANY)



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

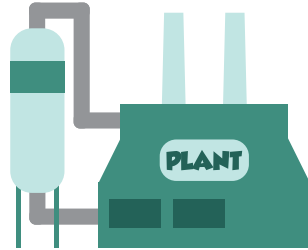
How is it produced?

Sugarcane absorbs carbon gas from the air as it grows. This reduces the CO² in the atmosphere.

Sugarcane is planted to use in many products like, food, clothing and medicine, but not the whole sugarcane.

The leftovers of sugarcane are used by mills as raw material and is transformed into "ethanol" a type of alcohol.

This ethanol is then used to make Green PE (Green Polyethylene).



How does BiOBUDDi make their products?

When humans use energy in their day-to-day activities CO² is released into the air.



The Green PE is mixed with other natural resources. This new compound is used to make BiOBUDDi products.

The products are recyclable. The material can be used for new products.



A blurry photograph of a beach cleanup scene. In the foreground, there is a large amount of plastic waste, including crumpled bags and pieces of debris, scattered on the ground. In the background, several people are visible, some wearing dark clothing and others in lighter clothing, engaged in cleanup activities. The overall scene is out of focus, emphasizing the environmental impact of plastic waste.

**Say no to plastics
made from fossil
fuels.**

A photograph of a lush green field of grass under a blue sky with clouds. The grass is vibrant green and appears to be growing in a field. The sky is a clear blue with some white clouds. The overall scene is bright and natural, representing a sustainable and plant-based environment.

**Choose our
plant-based
plastics.**

BiOBUDDi for education



- Education will solve future problems



Multi-platform IP

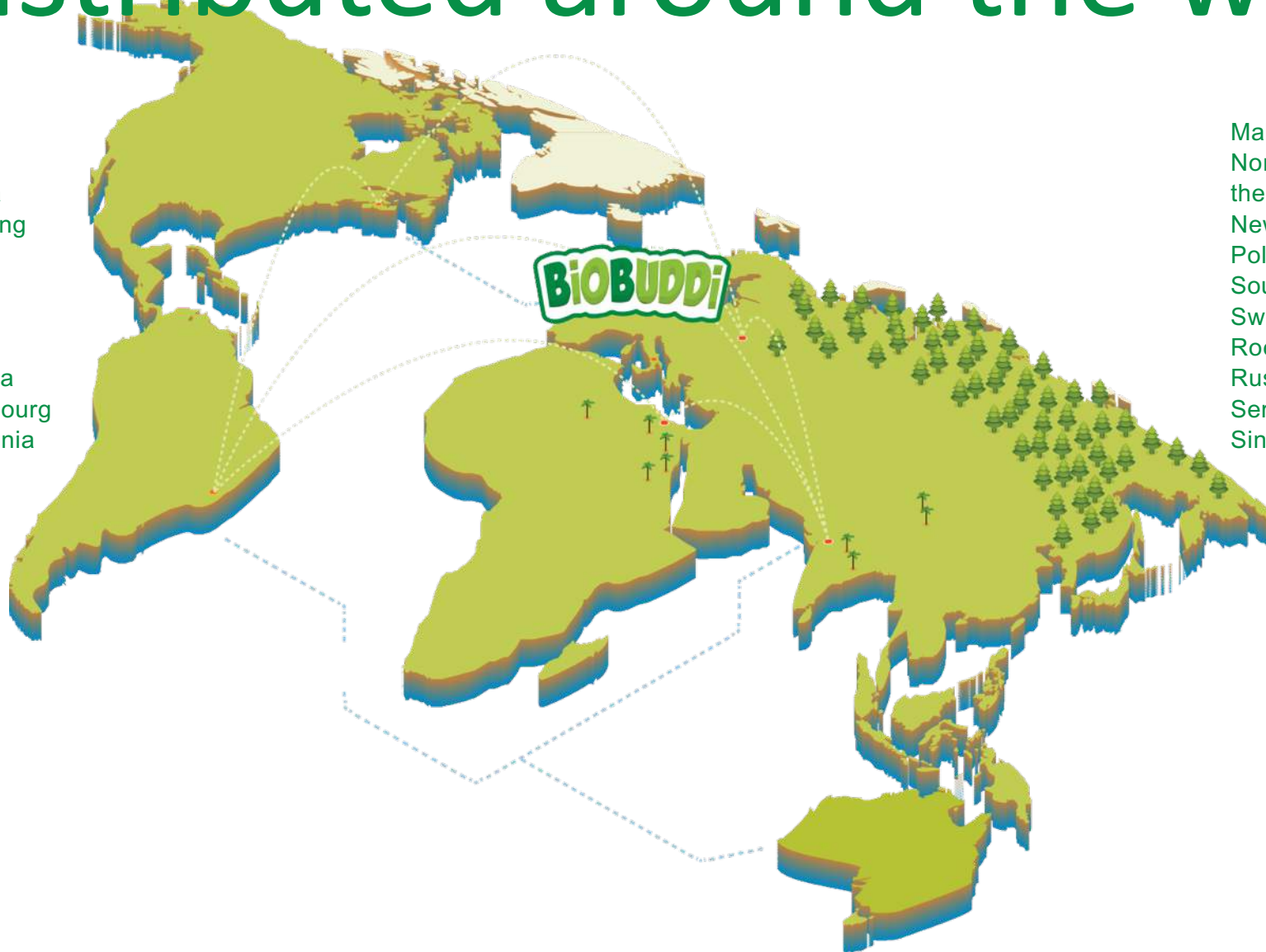
- Recycle through fun and play
- Swampies Toy line



Distributed around the world

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Bulgaria
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Chili
China
Colombia
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Germany
Greece
Estonia

Finland
France
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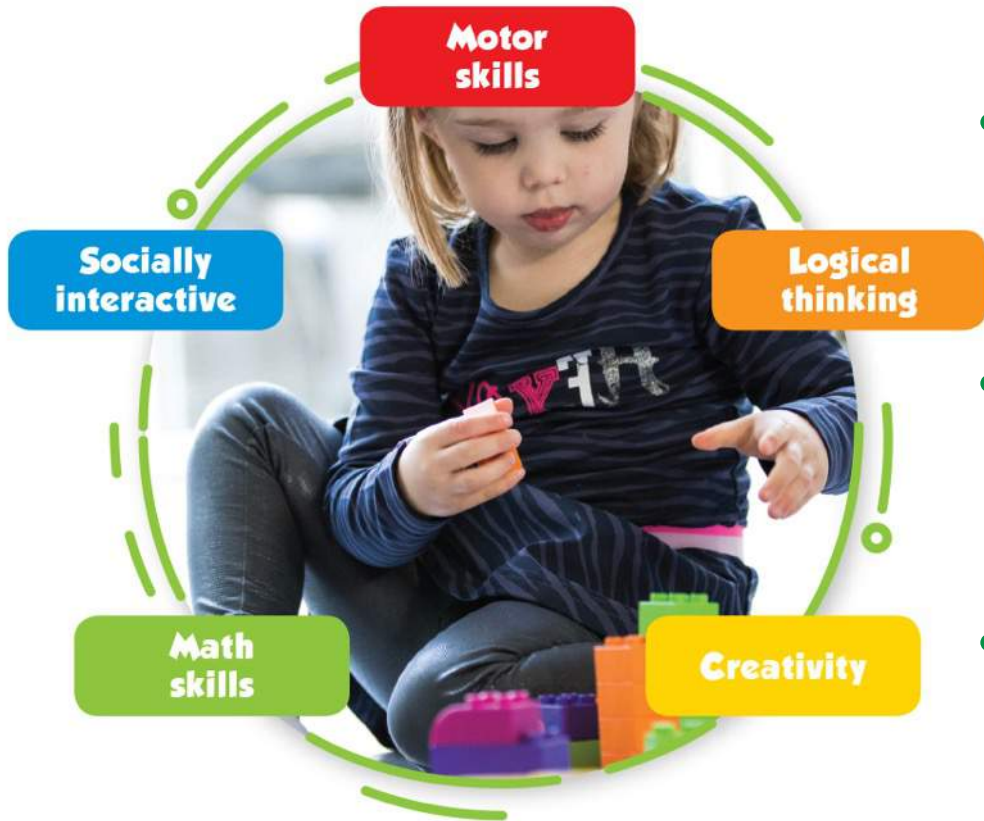
Social media



- Using influencers
- Daily posting
- Blogging , Vlogging an more



Learn through play



- Better motor skills and mental stimulation
- Improves creativity, maths and vocabulary skills
- Children are born to learn through play

Most frequently asked questions

- What are BiOBUDDi blocks made of?
- What are the difference between this material and those of others?
- Will the product degrade after using it?
- Is the packaging of the products environment friendly as well?
- Will your production method safe us from the “Plastic Soup”?



Build a Better Tomorrow

Thank you for your attention!

www.BiOBUDDi.com