

PROGRESSIVE

GIFTS & HOME WORLDWIDE

May/June 2007

NOONOO

Noonoo, a Pulse exhibitor and finalist in the Gift of the Year's Eco Friendly Gift category, is an eco friendly product in every way, from the textiles used, to the ethical way the product is manufactured. "It is a clean product in every sense, and that includes the packaging," confirms managing director Jo Ashburner. "In fact, packaging is a big part of our product concept. Recycling is perceived as an eco friendly way to use up waste – and it's a myth. It takes more energy and a bigger carbon footprint to recycle, than it does to produce paper and card from sustainable purpose-grown crops, and to create packaging from virgin forest, which is what Noonoo packaging is made of – origin Sweden.

In terms of ethical manufacturing, in despair at finding a manufacturer to produce the Noonoo product to suit my conscience, I followed my gut feeling and set up a manufacturing unit specifically to make my product in Vietnam. I invested in a brand new property, brand new machinery, aircon in unbelievable temperatures, and regulated working hours. I pay above the normal salary rate. I pay holidays and I encourage education by allowing college students to work around their academic schedules. Hand on heart, I can look customers in the eye and say we have a great product handmade by happy people.

Additionally, all Noonoo product is made using clean textiles. The patented process which creates the textile from which Noonoo products are made is toxin and chemical free, and yet it is a stable textile, durable and fully machine washable. Our new product range, to be launched in June, will include 100% bamboo textiles, washable silk, alpaca wool and crochet cotton, all sourced to follow the Noonoo ethic. Additionally, Noonoo products are machine washable at 30°C and air dried where possible. So in its own way, Noonoo is actively contributing to the limited use of energy."



Above: A Noonoo comfort blanket, ecologically sound in every way, to include its packaging.