

# B.

## PRESS RELEASE

CONTACT: DANY BATTAT  
BATTAT INCORPORATED  
MONTREAL, PQ CANADA  
514-341-6000 EXT. 249  
DANY.BATTAT@BATTATCO.COM

[www.justb-byou.com](http://www.justb-byou.com)  
[www.facebook.com/B.toys](http://www.facebook.com/B.toys)  
[www.twitter.com/BYouToys](http://www.twitter.com/BYouToys)

APRIL 12, 2010  
FOR IMMEDIATE RELEASE

THIS EARTH DAY SEES A NEW IDEA IN ECO-FRIENDLY TOYS:

Battat launches **B.**, an innovative toy line priced for affordability and packaged to protect our planet.

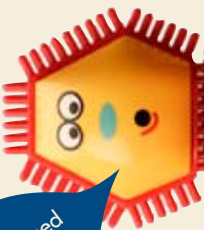
### FACTS

- **B.** toy packaging is eco-friendly, innovative and beautiful. Priced for everyone to afford. Available at Target and specialty stores.
- Many **B.** toys come in the world's first self-wrapping, reversible packaging. No need to buy gift wrap. The package wraps itself!
- Some **B.** toys have no packaging, instead coming in beautiful recycled polypropylene (PP) bags. Bags that moms will love to reuse again and again.
- **B.** boxes are made from recycled paper. Inks are soy based. Varnishes water based.

### NEWS

Battat introduces **B.**, an innovative, affordable and quirky new line of environmentally responsible toys.

**EARTH DAY MEETS BIRTHDAY.** In creating packaging **B.** threw all conventional wisdom out the window, starting with a revolutionary new self-wrapping package – a totally unique idea in toys. Select **B.** toys come in a reversible package that flips over and becomes wrapping paper. No need to stop in the gift wrap aisle. The package wraps itself. (And then becomes a pretty box to store treasures when the gift giving is through.)



Continued  
next page!

**THE PACKAGING STAYS WITH YOU.** For other toys, **B.** has eliminated packaging altogether. Instead delivering toys in beautiful sturdy bags that moms can use over and over to carry books, bottles, diapers or snacks. The bags look and feel almost like fabric, but they are actually made from polypropylene (PP) – a material that’s recycled from plastic and is completely biodegradable.

**SOMETIMES WHAT LOOKS GOOD IS GOOD.** **B.** packages look and feel gorgeous, and yet all paper is 100% recycled. All inks are soy based and varnishes water based.

When **B.** has had to use plastic in their packages they have invested in #1 plastic, the most widely recycled plastic available. Even when they have had to use a plastic tie to hold a toy in place, it is made from 100% recycled polypropylene (PP), easily recycled again.

Of course, all **B.** packaging is 100% recyclable.

To **B.**, eco-friendly is more than a stamp or a trend. It’s a commitment. To the world and the children in it.

## IMAGES

Please contact **B.** at [hello@justb-byou.com](mailto:hello@justb-byou.com) for the images below.

### RECYCLED + RECYCLABLE PAPER

In my past life I might have been the paper on which an international treaty was signed. Or I might have been a toilet paper roll. I dare you to choose which is more important. Just think of all the important things I have in my future! Please recycle me so I can reach my full potential.



Feels like fabric.  
Looks like fabric.  
But it's not! This bag is made from recycled PP Plastic and designed so Moms can reuse it forever.



These packages reverse to become beautiful gift wrap.

## QUOTES

“You can’t be a responsible creator of children’s products and not take care of the planet those children will inherit.” –Dany Battat

“In everything we do we try to think like a child. And remember the child within us all. We don’t want to disappoint that child. Doing right by Planet Earth is the right thing to do.”  
–Cisela Voss

Contact: Dany Battat  
Battat Incorporated  
Montreal, PQ Canada  
514-341-6000 ext. 249  
[dany.battat@battatco.com](mailto:dany.battat@battatco.com)

Design Contact: Cisela Voss  
Chief Toymaker, **B.**  
617-928-1822  
[hello@justb-byou.com](mailto:hello@justb-byou.com)

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