



## OrganoClick's technology used to create Birch - a wooden drinking bottle

**Birch - a sustainable, reusable, fresh alternative to the traditional drinking bottle made of plastics designed by Wonderful World Studios, a design studio focused on sustainable products for the consumer markets. Now they are launching the wooden bottle Birch through a kickstarter campaign. OrganoClick has been selected as the technology provider and will use its new technology for molding fiber composites and its technology for making biofibers water repellent in the development and production of the bottle.**

The bottle will be built up of a designed outer layer of birch veneer and a wooden screw cap. The interior of the bottle will be made of molded fiber composite made water proof by using OrganoClick's water repellent technology.

"The idea came about after we (the team behind Sustainable Cards) successfully brought the first wood card to market, now used as gift cards and key cards by some of the leading retailers and hotel chains worldwide (e.g. Salomon, Whole Foods and Four Seasons). We then realized that we could use wood as a material in a number of applications which have traditionally required plastic. With our network of partners we set out to explore this further and go after markets where consumers accept environmentally hazardous products due to a lack of alternatives. The water bottle, used by all of us almost every day, quickly became an obvious challenge we just had to win," says Johan Kaijser, CEO of Wonderful World Studios.

"We are happy to work together with the team behind Wonderful World Studios. We have got to know them as a very entrepreneurial team with good experience of bringing sustainable products to the market as they have done previously with Sustainable cards. We believe in the idea and we see a big potential in our new molding technology for this application", says Mårten Hellberg, CEO of OrganoClick.

A 30-day crowdfunding campaign for the production of BIRCH has been launched on Kickstarter on March 15, 2016. For more information or buying the bottle at an early bird price, please visit the [Kickstarter campaign](#).

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### **About Wonderful World Studios:**

*BIRCH is created by Wonderful World Studios, a design studio focusing on sustainable products for the consumer market. The company has representation in Sweden and the U.S. The team behind it has sprung out of several other initiatives within sustainability, and the actual environmental footprint is always at the center of the decision making process. The vision behind the company is to inspire and empower consumers to care and make choices taking us onto a more sustainable path than the current "business as usual".*

### **About OrganoClick**

*OrganoClick AB (publ) is a Swedish cleantech company listed on Nasdaq First North that develops, produces and markets functional materials based on environmentally friendly fiber chemistry. Examples of products that are marketed by OrganoClick are the water repellent fabric treatment OrganoTex®, the flame and rot timber protectant OrganoWood® (through the subsidiary company OrganoWood AB) and biobased binders for non-woven materials. OrganoClick was founded in 2006 as a commercial spinoff company based on academic research examining the modification of biofibers performed at Stockholm University and the Swedish University of Agricultural Sciences. OrganoClick has won several prizes and has been designated "Sweden's most promising start-up company", Sweden's best environmental innovation and has appeared on the Affärsvärldens och NyTekniks top 33 list of "Sweden's hottest technology companies". The company has also received a number of awards, such as The Worldwide Fund for Nature (WWF) "Climate Solver" award. OrganoClick's headquarters are in Täby, north of Stockholm, where the company's production, R&D, sales and marketing departments are located. OrganoClick's Certified Adviser on Nasdaq First North is Erik Penser Bankaktiebolag.*