

Bitmore chief aims to leave “positive legacy”



“Our order book is looking very healthy” - Bitmore CEO Hoj Parmar

UK tech specialist Bitmore is heading to the 2022 TFWA World Exhibition in Cannes with striking branding to emphasize its sustainability credentials (Stand: Blue Village F23).

The company is focusing on four environmentally-friendly products from its expanding 35-sku range.

The brand – whose products were previously targeted at inflight retailers – is building momentum in a year when it broke into airport ground stores for the first time.

Bitmore CEO Hoj Parmar said: “This is an exciting time for the business to be exhibiting in Cannes, with so much great progress being made by Bitmore across many fronts. We have a great pipeline of new products with first-rate sustainability credentials and we can’t wait to share them face-to-face with visitors to the Cannes exhibition.

“Our order book is looking very healthy as we emerge from the strains placed on travel retail-focused companies like ours by Covid-19.”

Speaking about his own sense of purpose in business, he added: “The involuntary period we had off due to Covid gave me a lot of time to reflect on what I want out of the company. We are obviously still a for-profit business, but this is not just about making money for me now.

“We want to make a difference to the planet as well through our activities. It may sound a bit cliched, but that is just the way it is now. I feel very strongly about it – I want to leave a positive legacy with Bitmore.”

Bitmore products are found in Europe, Asia, Middle East and the US with travel retailers including World Duty Free and Mumbai Duty Free.

From September 2022, Bitmore products are stocked by WHSmith's InMotion in Dublin Airport Terminal 1 and across WHSmith Travel's Tech Express stores in UK train stations.

Products shown at Bitmore's stand in Cannes include the Aural Pro, which are Apple MFi-certified earbuds made from recycled TPE, plastic and wheat straw materials.

Also on show are e-Cord PD (Power Delivery) charging cables giving up to 50% faster charging than regular cables, made from recycled TPE and ABS plastic.

The e-Pro Power Boost is a 5000mah PD pocket-size powerbank giving smartphones a full charge in around 40 minutes, made from recycled ABS plastic.

Fone Mate is a cross-body universal phone holder weighing just 29 grams and is designed for easy user access to take images and videos. Global Recycled Standard (GRS)-certified, it is made from recycled silicone and comes with an adjustable strap.

Also at Cannes is a prototype table where the brand is showcasing potential products and seeking client feedback.

Earlier this year, Bitmore was named as one of only two companies to achieve Travel Retail Sustainability Hero status during TRBusiness Sustainability Week.

Bitmore uses eco-friendly materials in products and packaging and targets carbon-neutrality for its product range in Q4 this year and the wider Bitmore business by Q2 2023.

The company is pursuing B Corp status (pending) and supports environmental charities such as 1% For The Planet.