

Bitmore releases a pair of carbon neutral Snooza neck pillows



Snooza pillow model one: made from recycled memory foam



Snooza pillow model two: made from recycled ABS beads

[Bitmore](#)[™] has unveiled a new range of comfort neck pillows with sustainability credentials at a level unique to the channel. Named Snooza, the pillows come in two models, one made from recycled memory foam (RRP £20, weighing 227 grams) and the other from recycled ABS beads (RRP £15, weighing 120 grams).

The models - both of which are made with GRS recycled material with hygroscopic anti-perspiration yarn - set new environmental standards for transparency and validation of materials used. They are 100% certified GRS and carbon neutral.

The pillows are made from high-quality, certified, recycled fibre, made from reclaimed plastic bottles collected within 50 kilometres of coastlines in countries or areas that lack formal waste or recycling systems. Easy for travel and ideal for use in-flight, both models fold up into small pouches, also made from recycled materials.

According to the company, the range enables consumers to play a role in solving the ever-growing problem of ocean plastic. Bitmore points out that each year at least 8.8 million tons of plastics make their way into the ocean, which is the equivalent of dumping the contents of one garbage truck into the ocean every minute.

“Statistics relating to ocean plastics are very disturbing, so this is one of the big reasons that as a responsible player in travel retail, we are delighted to introduce our Snooza pillows to the market. I believe these luxurious neck pillows are the first to be carbon neutral in our industry and we are very proud of that.

“From any single fibre yarn removed from the pillow, we can validate our material is authentic and the material used is 100% made from PET recycled plastic bottles.

“Compared to using virgin fibre, the recycled fibre we use significantly offsets using new petroleum, emitting fewer greenhouse gases and conserving water and energy in the process. That makes a big difference for our future,” says Hoj Parmar, CEO, Bitmore.

Each individual recycled ABS bead Snooza pillow will have a label that states how many recycled plastic bottles were used during the making of it.

The recycled memory foam Snooza is available in 3 colors: Grey/Lime Green, Grey/Tangerine Orange and Grey/Aqua Blue.

The recycled beads Snooza is available in 4 colors: Smoke Grey, Tangerine Orange, Aqua Blue and Mustard Yellow.

The Snooza neck pillows can be viewed for the first time at the TFWA World Exhibition in Cannes at the Bitmore stand (Blue Village F23).