

# Bitmore re-brands and devises improved sustainability strategy



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Bitmore, which has numerous tech products listed with major travel retailers including Dufry and some of the world's largest airlines, has undergone a major re-brand process in collaboration with a leading branding agency. The new image has been created to reflect the brand's strong association with sustainability, which has been developed over the last two years.

That association has manifested itself in areas such as the use of recycled plastics and plant-based materials in Bitmore products, the brand pursuing B Corp certification, working toward becoming a carbon negative business and supporting a wide range of environmental charities including 1% For The Planet.

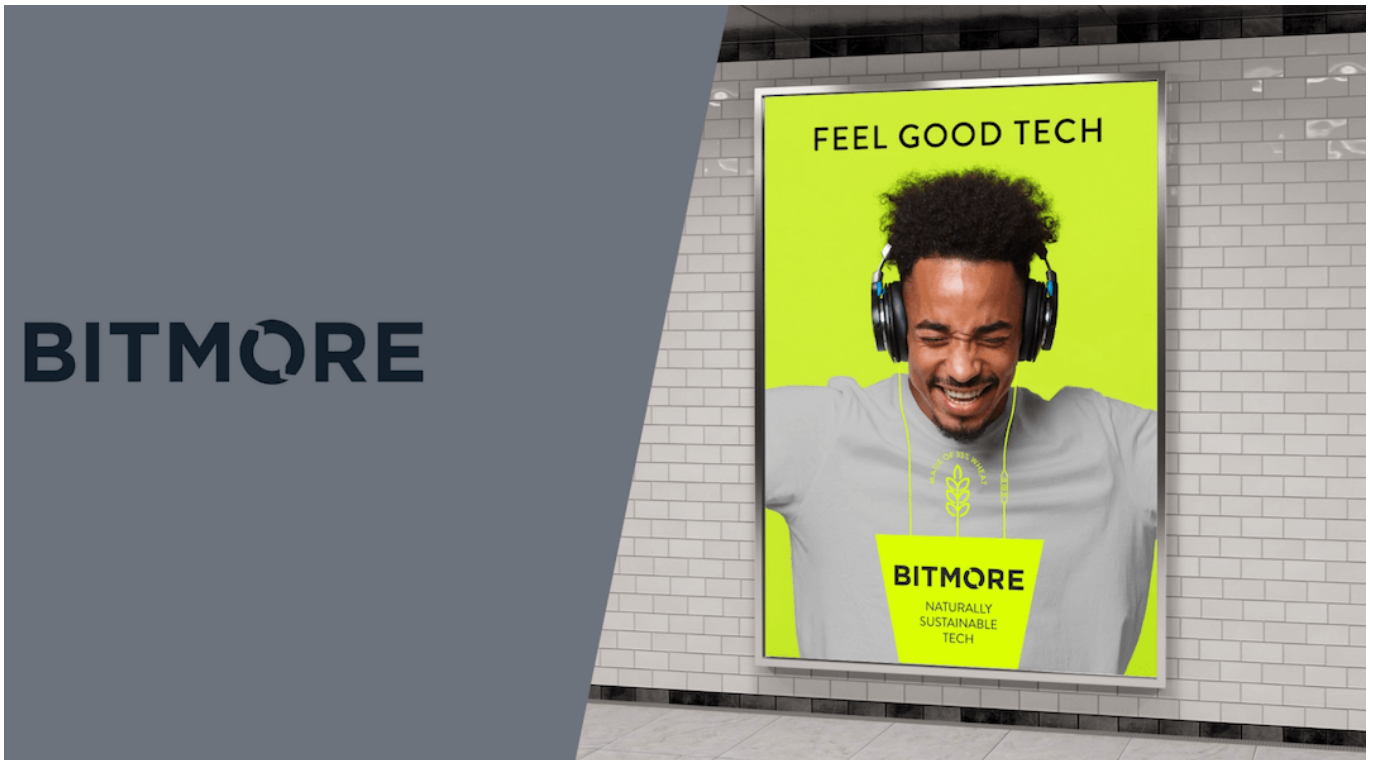
The strategy has been devised to give Bitmore a clear USP that sets it apart from electronics and accessory competitors in the travel retail space.

Although Bitmore's focus has been on tech products to date, there are now plans in place to develop and grow it into a brand that could potentially sell products across multiple categories.

A key element in the re-branding process is a re-design of all imagery relating to the brand to promote its sustainability credentials via new eco-friendly packaging, which will include QR codes that take the consumer to brand and product information that underline these credentials.

Bitmore has a new logo in an earthy grey/blue color and new packaging will feature a fluorescent pop-out color to help boost shelf appeal across travel retail store displays, in-airline sales options and online.

The growth of the Bitmore brand has led to the phasing out of former parent company name Nuwave Channel Partners, with CEO Hoj Parmar and his team, currently in the process of officially and permanently moving all of its interests under the Bitmore Ltd name and banner. The company will continue to represent external brands in the travel retail market such as TripClip and Lego.



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“We want to appeal to a more environmentally conscious customer and world in general – we have done a lot of work in recent times on our branding and company vision. We are also working toward enhancing our sustainability credentials through pursuing B Corp status, targeting carbon neutrality and beyond, establishing strong links with environmental charities and so on.

“We have been building up to this for two years now, starting with introducing environmentally friendly materials to the Bitmore products, but we also want to go further than this, holistically embedding sustainability right across the company’s activities.

“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 not just about making money for me now. We want to make a difference to the planet, as well through our activities,” says Parmar.