**LINKEDIN COPY 1**

This World Bamboo Day, we are proud that we are part of Cheeky Panda’s bamboo revolution!

We chose to partner with Cheeky Panda because they don’t just make bamboo look good — they make it *work* harder. Their bamboo-based toilet roll, tissues, and wipes are soft, strong, and don’t involve chopping down ancient forests for a 5-second job.

Bamboo grows 30x faster than trees, regenerates like a boss, and turns into everyday essentials that just make sense.

Happy World Bamboo Day.

Be more panda. Wipe responsibly.

**LINKEDIN COPY 2**

Why we rolled with The Cheeky Panda 🐼

We have officially joined the bamboo revolution! Working with The Cheeky Panda means we can offer high-performing products made from the fastest growing plant on the planet – bamboo.

Here’s what this means for us:

✅ Products that are strong, soft, and brilliantly functional  
✅ Tangible reductions in deforestation, with a less carbon intensive material  
✅ A supply chain rooted in fast-renewing bamboo — not slow-growing trees  
✅ A brand that brings serious sustainability without taking itself too seriously

Our customers care about the planet. So do we. Happy World Bamboo Day — here’s to better choices that actually grow back.