

**Brand Identity**

To be placed here: <https://www.bambaw.com/pages/our-story>

**Who we are**

<photo>

We’re Max and Gus, two identical twin brothers from Belgium. We might look the same but we have different ideas, and when we combined this with our shared passion for sustainability, **Bambaw** was born.

Bambaw has since grown into a small global team, full of committed, enthusiastic people with a drive to see environmental change happen.

**Our purpose and mission**

We believe that a more sustainable and ethically conscious world is not only possible, it’s down to us to create it.

Our mission is to reduce the waste generated on earth by providing **affordable, quality, zero-waste products.**

Each day thousands of tons of plastic waste from single-use products endanger nature and all it’s life forms. Just the daily consumption of plastic straws is enough to wrap around the Earth’s circumference 4 times.

We know it takes courage to be different.

It takes courage to be a changemaker.

It takes courage to stop buying plastic, and to search for sustainable **plastic-free alternatives.**

That’s why we’re purposefully focused on building an ethical community, as well as an online marketplace. Together we share information, ideas, and enthusiasm that moves the zero-waste movement forward.

We are dedicated in improving our range of sustainable bamboo products and we consider you to be an integral part of the global journey we are on with Bambaw.

**Our values**

At Bambaw we strive to be honest and open. We’re not afraid to be rebellious; in fact we think differently from some of our family and friends, and you probably do too.

We know we’re not perfect; but we strive for continuous progress, not perfection. We understand a low-impact lifestyle doesn’t happen overnight; but we are dedicated to small, continuous efforts towards sustainability.

We are optimistic; despite the negative media reports. We believe that a little effort in the right direction can go a long way towards a zero-waste life.

***‘The ones who believe they are crazy enough to change the world, usually do’***