



lifestyle



absorbent



100% bamboo



organic

Shoo-foo

Linens & Eco Layette

Bringing the softness of bamboo into our lives

Company Backgrounder

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100% bamboo

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Making towel history

*An environmentalist and her drive for change
—the soft and comfortable kind!*

Shoo-Foo began when owner Dany Fillion's was casually reading an article about bamboo usage in 2006. The ecologist-trained entrepreneur who lived 10 years of her life in China was surprised to find out that textile fibers could now be made out of bamboo without the major pesticide use. The exact same article also spoke about the harsh eco footprint left on the planet from cotton production, which involves the application of many chemicals (half a pound for every t-shirt!).

Bamboo also possessed other attractive qualities; it was biodegradable, breathable, as soft as cashmere and four times more absorbent than cotton. Not only that, it was a perfectly sustainable resource. The plant requires no fertilizer, irrigation or pesticides, doesn't need to be replanted and can grow up to one meter per day!

Fillion's environmentalist mind had an epiphany: if bamboo was so much better for our lives, our planet and our future, why not bring it into every day usage? And thus, the Shoo-Foo bamboo towel line was born.

The phonetic word "Shoo-Foo" was chosen for the softness of its sound. It was registered in 2007 when the company went on the road across Canada, exhibiting its towels at several tradeshowes. Retailers caught on quickly and the product has been growing in popularity every week since its inception.

In 2008, Shoo-Foo expanded, allowing bamboo's chemical-free properties reach the most delicate and cared for. A baby line was launched, with reusable diapers, bonnets, robes and bed linens all made of 100 per cent natural bamboo fibers.

The path ahead for Shoo-Foo is a bright one. With the brand's continual appearances at major baby shows and sustainable living conventions, as well as a popular Web site and media coverage in several publications, the bamboo movement has officially begun.



Incorporating a personality

Dany Fillion, President & CEO, Ecologist and bamboo lover

Growing up in Montreal, Quebec, Dany Fillion remembers the outdoors being a dominant part of her childhood. From a young age, her family would go on camping trips and she found herself at ease in the middle of a forest or in a marsh. She was also fascinated by wildlife documentaries and had the most fun in biology classes. It was in her teenage years she knew she wanted to become an ecologist, and that she did.

Fillion obtained her B.A. in Sciences with a major in ecology at the Université du Québec à Montréal. Although her aspirations were now fulfilled, she soon discovered she had another love in life – languages, in particular the Chinese language. That newfound desire brought her first to McGill to learn up on Asian studies, and then to Taipei Normal University where she further advanced her knowledge in Chinese language and culture.

It was in China that she also discovered she was an entrepreneur, unlike any other friend at home or Fillion in her family. She stumbled upon the profession “by accident” as she strived to make a living in Far East as a translator, taking on French-speaking business people as her clientele. From that point on, the thought of needing to work for someone else never crossed her mind again.

Fillion’s experience of travel in China reaches back 20 years, and 10 of those were spent forming a solid life there. Today she is fluent in both French and Mandarin, with English following.

With extensive business experience in China, Fillion moved back to Canada to begin an entrepreneurial life in Vancouver. She started by selling antique Chinese furniture, a Granville Street studio that later became the Jacana art gallery and now doubles as the Shoo-Foo headquarters.

The Shoo-Foo project brings all of Fillion’s passions and life experiences together – ecology, Chinese culture and business venture. For this entrepreneur, environmentalist and lover of human languages and culture, the idea of bringing the bamboo lifestyle into the world’s homes is a thought to rest on.

Marketing a lifestyle

The philosophy of eco-sustainability, fair trade and healthy living

Shoo-Foo is built upon the principles of eco-sustainability, fair trade and healthy living. Below are ways that Shoo-Foo meets these goals.

Fair trade

- Owner Filion's ability to speak fluent Chinese has allowed her to build close relationships with overseas business partners. Shoo-Foo manufacturing partners are hand selected based on safety of workers, environmental and ethical factors and commitment to quality control.

Eco-sustainability

- Manufacturing of Shoo-Foo towels takes place in China, close to naturally occurring bamboo forests. This makes a shorter and more efficient supply chain, reducing heavy transportation needs. China is currently the only country in the world transforming bamboo plants into bamboo fibers.
- Once ready, materials are shipped directly to their destination via ship – causing as little pollution as possible. When orders are placed, ground delivery is the choice method, avoiding air fuel consumption.
- Shoo-Foo towels are produced in large quantities, which saves energy.
- Shoo-Foo towels weigh 600 grams per square meter, ensuring longevity and reducing waste.
- Boxes for shipping are reused and recycled.
- Packaging of products is minimal, usually using no more than a cloth ribbon displaying the Shoo-Foo logo.
- Office and warehouse space is shared.



Marketing a lifestyle cont'd

The philosophy of eco-sustainability, fair trade and healthy living

Healthy living

- The bamboo forest used by Shoo-Foo's manufacturers is certified by the Organic Crop Improvement Association (OCIA)
- The bamboo crops used by Shoo-Foo's manufacturers are certified organic by the USDA seal.
- The raw material (bamboo fibers) used by Shoo-foo to manufacture its products have received the Oeko-tex 100 class 1 certification for baby articles. This means the products are ecologically harmless to human health.
- The bamboo fibers used by Shoo-foo have obtained the FSC Chain of Custody certification, meaning that from the forest to the fibers, all successive stages of production meet the criteria and rules requested to assure a responsible stewardship of the world's forests.
- Very little, if not zero, dye as possible is used in Shoo-Foo products.
- Materials are free of chemicals, making them non-irritable and hypoallergenic. As well, bamboo naturally prevents unpleasant odours without having to overuse other agents.

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Delivering practicality

Eco linen collection



Bamboo throw – 80 per cent bamboo, 20 per cent organic cotton with a pure silk border.



Bath robe – 70 per cent bamboo, 30 per cent organic cotton at 600 g/sq meter.



Bath towel – 100 per cent bamboo at 600 g/sq meter, runs 76 x 123 cm (30 x 60 inches).



Bath sheet – 100 per cent bamboo at 600 g/sq meter, runs 89 x 178 cm (35 x 70 inches).



Shower matt – 100 per cent bamboo at 1000 g/sq meter, runs 15 x 20 cm (6 x 8 inches).



Face towel – 100 per cent bamboo at 600 g/sq meter, runs 28 x 33 cm (11 x 13 inches).



Gym towel – 100 per cent bamboo at 600 g/sq meter, runs 33 x 76 cm (13 x 30 inches).



Hand towel (also used as head wrap) – 100 per cent bamboo at 600 g/sq meter, runs 33 x 76 cm (13 x 30 inches).



Spa combo – 100 per cent bamboo at 600 g/sq meter, includes one bath, hand and face towel.



Bath mitt – 100 per cent bamboo at 600 g/sq meter, runs 15 x 20 cm (6 x 8 inches).



Small combo – 100 per cent bamboo at 600 g/sq meter, includes one hand towel and one face cloth.



Wash cloth bundle – includes three wash cloths made of 100 per cent bamboo at 600 g/square meter, running 23 x 23 cm (9 x 9 inches) each.

Caring for preciousness

Eco baby layette



Hooded robe – 100 per cent bamboo at 500 g/sq meter, sizes 0 to 12 months.



Footed sleepers – 100% bamboo at 220g/sq meter, sizes 0 to 12 months.



Bamboo blanket – 80% bamboo 20% organic cotton with a pure silk border, runs 76 x 101 cm (30 x 40 inches).



Hooded towel – 100 per cent bamboo at 600 g/sq meter, runs 76 x 76 cm (30 x 30 inches).



Burp towel – 100% bamboo at 500g/sq meter, runs 33 x 76 cm (13 x 30 inches).



Bamboo diaper – 70% bamboo 28% organic cotton 2% polyester, three layers, adjustable size.



Bamboo hat – 100% bamboo at 220g/sq meter, for 0 to 6 months.



Fitted crib sheet – 100 per cent bamboo, runs 71 x 132 + 20 cm (28 x 52 + 8 inches)



Mini Shoo-Foo – 100 per cent bamboo, 14 x 22 inches, these biodegradable travel wipes unravel with a bit of water applied to them.

Educating reality

Bamboo fact sheet



- It takes half a pound of chemicals to produce just one cotton t-shirt.
- Cotton plantations account for more than 10 per cent of pesticide use and 25 per cent of insecticide use world wide. Many of these chemicals are carcinogenic and among the most harmful of all chemicals.
- Clothing and fashion are among the most pollutant industries, contributing to soil and water contamination, deforestation and greenhouse gases.
- Bamboo, a type of grass, is the fastest growing plant on earth, growing up to one meter a day and reaching full maturity in three to four years.
- Bamboo spreads like weed, requires no fertilizer, pesticides or irrigation and does not need to be replanted.
- Bamboo blossoming is a mystery, with cycles taking anywhere from one to 70 years.
- There are about 1,000 species of bamboo on the earth. The best for making fabric is the *Phyllostachys pubescens*, also known as 'Moso' bamboo.
- Bamboo species can be found in both cold and hot tropical climates. The only continents without native bamboo are Europe and Antarctica.
- Young bamboo shoots are edible and good for introducing babies to bitter tastes since they are semi-sweet and contain many nutrients.
- Bamboo actually improves soil quality by consuming high levels of nitrogen.
- Bamboo is good for the air by its high absorbency of carbon dioxide and its capacity to produce 35 per cent more oxygen than other types of forest.
- Bamboo possesses a property known as bamboo kun which naturally keeps germs, fungus and odours away. This element eliminates the need for pesticides during cultivation.
- Bamboo is used in both Chinese and Indian medicines for healing infections and calming respiratory diseases.
- Bamboo holds several cultural significances in East and South East Asia, being mentioned in ancient legends and still used today for gardening, building shelters and eating.
- The bamboo used by Shoo-Foo is harvested and processed by local communities, not major foreign corporations.

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To become a wholesaler, visit our Web site at www.shoo-foo.com

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