

Bamboo Inspires Tabasco Founders

Edmund McIlhenny, a New Orleans banker, created the original Tabasco sauce recipe 135 years ago from peppers planted on his in-laws' Avery Island, LA estate. Today, the McIlhenny sauce clan still bases its operation on the 2,200 acre family-owned island along the Gulf Coast 140 miles west of New Orleans.



Founder Edmund's son, Edward, began a family legacy of preservation by enhancing the Island's natural landscape with flora and fauna conducive to the tropical climate. Bamboo was a primary planting, with 80 acres devoted to 64 varieties. Test harvests of this rapidly renewable crop caused Edward to declare: "Every farm in the South should be supplied with a small forest of these valuable plants...bamboo can supply 'wood' for all necessities, from

making paper to the making of houses, and the furniture for the houses."

One acre of bamboo growth on Avery Island yielded 146 tons of bamboo canes! Today, bamboo is one of the botanical imports gracing Jungle Gardens, a 200 acre tourist attraction on Avery Island.

The Island still yields a crop of red tabasco pepper, descendants of the original McIlhenny planting. This crop now forms but 2% of the peppers used in supplying Tabasco sauce to more than 160 nations and territories, with labels printed in 21 languages and dialects. The original Tabasco recipe is now joined by Jalapeno, Habanero, Chipotle and Garlic versions. In sauce, as in bamboo cultivation, the McIlhenny family continues as visionaries.

The TABASCO® marks, bottle and label designs are registered trademarks and servicemarks exclusively of McIlhenny Company, Avery Island, LA 70513. www.TABASCO.com

Packing bambu Products Smarter

Those ubiquitous packing "peanuts" - they work great by ensuring *bambu* products arrive unmarred and undamaged, but when a customer asked about their impact on the environment, we looked for a more environmentally-sound solution.

Now, *bambu* uses only 100% biodegradable peanuts. It costs a little more, but we're happier for it. And *bambu* products will continue to arrive as protected as ever.

Where we can improve, and make a difference, we'll try.

Our motto is, "It all matters."

Product Highlight

We asked ourselves, "Why can't a board also be an elegant serving tray or an attractive surface to display on?" The answer is our new 'fusion board.' It is our hybrid product, a cross trainer of sorts. Bamboo is the ideal material to work effectively as a tray, display surface or a cutting surface. Bamboo is durable, can withstand the rigors of daily kitchen work, and still look great on the dining table or in the living room.

We designed the fusion board with this multi-task in mind. This 'floating board' series is designed with a distinct beveled perimeter to look as if it were floating off the table. This is the newest addition to our ever-popular line of solidware boards.

bambu fusion boards
You can serve, cut or display on these attract boards.

"Bamboo Style"

Now available in paperback

The first of its kind! Architect, bamboo enthusiast, frequent speaker, and author Gale Goldberg is releasing in paperback her highly-acclaimed book, "Bamboo Style." Published by Gibbs Smith, "Bamboo Style" is an immensely thorough look at the numerous applications of bamboo throughout the world. *bambu* has been collaborating with Goldberg to promote the wonders of bamboo. "Bamboo Style" is a significant piece of work that features *bambu* as one of several companies pioneering the use and design of bamboo in the modern world.



about bambu



bambu is in the business of renewable materials. We seek to inform, excite and delight with innovation and quality. Our products combine contemporary design with quality craftsmanship, using renewable materials of outstanding beauty, strength and versatility.

We pride ourselves on learning everything we can about bamboo and other renewable materials, from growing characteristics and cultivation practices, to manufacturing processes.

See us online to learn more about bamboo and *bambu*.
www.bambuhome.com



bambu sales representatives maintain showrooms in New York, Chicago, Los Angeles and Seattle, and serve more than 500 retailers across the United States (see *bambu's* Web site for details). Prominent *bambu* retail outlets include Bloomingdales, Dean & DeLuca, Fortunoff, Sur La Table, Bristol Farms, Whole Foods, Smith & Hawken, and Crate and Barrel.

© 2004 bambu, LLC

ways to contact bambu



1 877 bambu 29
(1 877 226 2829)



1 877 bambu 78
(1 877 266 2878)



2 Johnson Road
Lawrence, NY 11559



www.bambuhome.com
customer@bambuhome.com
Info@bambuhome.com

ALL IDEAS ARE WELCOME!

We invite you to share a story or a good idea, or ask a question about our company or our products by e-mailing info@bambuhome.com. It is our goal to continually inform, excite and delight the people with whom we do business.



2 Johnson Road
Lawrence, NY 11559

Return Service Requested

bambu News is printed on 50% bamboo and 50% post consumer recycled paper, using soy-based inks. Naturally



bambu
the preferred alternative, naturally.®

bambuNEWS

VOL 1 ISSUE 1

INSIDE

Retailer Spotlight **pg 2**

Why bamboo is so 'cool'

bambu in the Press **pg 3**

Did You Know?

bambu - at the Source **pg 4**

Tested and Approved by the FDA

Bamboo Inspires Tabasco Founders **pg 5**

Packing *bambu* Products Smarter

Product Highlight

Bamboo Style

www.bambuhome.com

We're delighted to share with you information and entertaining news about bamboo, and inform you of what's going on within our organization.

We hope this provides our customers, representatives, and everyone else interested in bamboo, with some useful information, a few lighthearted facts, and some important news about *bambu* and our products.

We invite you to send us your questions and comments to info@bambuhome.com.

Enjoy.

Building for the Future...

Strengthening bambu from Within

With the tremendous growth of *bambu* during the last year, it quickly became apparent that we needed a stronger organization to support our representative network and retail customers.

Michael is our kind of people. What impressed us immediately about Michael was that he is highly driven and takes a very customer-oriented approach to finding the best solutions.

Arguably, the most important credo to building a great company is to get the right people on board.

He comes with great credentials too. He built his own successful business in a very short time. An entrepreneur at heart, he will provide strategic direction and assist us on our growth curve.

We are delighted to announce that Michael Murray was appointed Director of Operations for *bambu*.

His enthusiasm and approachable style make him an ideal fit with us at *bambu*.

He will be an additional point of contact to our US sales representatives, and will assist on key accounts.

Michael will be a huge contributor to shaping the future and helping create a culture at *bambu*.

Please welcome Michael Murray to *bambu*. He can be reached at mikem@bambuhome.com.

Order Fulfillment - Improving the Way We Operate

Effective October 1, *bambu* order fulfillment will be handled in-house by a US-based team already familiar with *bambu*. The new team, led by Michael Murray, will be responsible for every aspect of Customer Care to ensure *bambu* is responsive to the needs of our growing customer base. Now located in New York, the team can be reached via e-mail at customer@bambuhome.com or toll-free at 1 877 bambu 29.

Retailer Spotlight

Even great products seldom sell themselves. It takes a bit of ingenuity and the proper presentation.

This edition's Retailer Spotlight focuses on Foodsource and Foster's, both of Pennsylvania. Both are using a successful merchandising strategy to showcase and sell a broad *bambu* product offering.

Using a "boutique-within-the-store" concept creates greater impact and higher visibility by building a merchandising display within each of their stores. This display prominently features the products at the front entrance. They use *bambu* to support and communicate a special summer theme with plans to carry it throughout the year.

Thanks to Dale and the team at Foodsource, and the people of Foster's for introducing *bambu* to your customers. It's clearly working!



Foster's in Pennsylvania



Foodsource in Pennsylvania

New Contact Information

For inquiries and order fulfillment, please contact:

Address
bambu

2 Johnson Road
Lawrence, New York 11559

Toll Free Phone
1 877 bambu 29
(1 877 226 2829)

Toll Free Fax
1 877 bambu 78
(1 877 226 2878)

Email Address
customer@bambuhome.com
info@bambuhome.com

Web Site
www.bambuhome.com

Why bamboo is so 'cool'

People are discovering the beauty of bamboo in new uses and new forms never before imagined. Bamboo is just starting to gain a strong following.

A pioneer in the field, *bambu* introduced bamboo as a material suitable in the kitchen and throughout the home. Bamboo is at home in any home.

Bamboo is a centuries old material and is used by more than half of the world's population for applications as varied as food, shelter, fuel and clothing. Today, bamboo is more popular than ever. More and more people are enjoying the beauty of bamboo in many different forms. Moreover, the increasing popularity of bamboo flooring, from such companies as Smith & Fong - the premier brand of bamboo flooring, showcases the aesthetic appeal and durability of this age-old material.

Its unique and beautiful grain fits harmoniously with any home style. The amazing durability of bamboo ensures it will hold up for years. And, it is an environmentally-sensitive alternative to most woods and petroleum-based materials.

Quality material. Quality construction.

We are developing ways to work with the material that only a few years ago was not even imagined.

Our development process resulted in new design ideas, and we're exploring many others. Bamboo is a wonderfully versatile material. We are continuously finding ways to improve the construction of items made with bamboo.

Buyer beware - not all bamboo is equal, nor is all construction of top quality. We at *bambu* are demanding of our product quality.

Unparalleled beauty and durability.

Its luxurious look and feel rivals many of the finest woods. The rich, warm tones range from natural blond to golden brown, showcasing the beautiful grain uniquely inherent to bamboo.

Bamboo absorbs little moisture minimizing shrinking, swelling and warping. It is also naturally stain resistant.

With tensile strength superior to some grades of steel, bamboo is sturdy and strong. Whether you use it every day or occasionally, the strength and beauty make an ideal choice for the home.

Highly renewable alternative to timber and petroleum products.

Because bamboo is not a wood, but a species of grass, it grows incredibly fast and never needs replanting. We at *bambu* use only 100% organically-grown bamboo.

- Bamboo reduces our reliance on valued timber.
- Bamboo is an aid to water and land conversation efforts around the world.
- Bamboo offers vital economic and ecological benefits to the lives of millions of people around the world.
- Bamboo is an important and plentiful non-timber, non-petroleum resource.

It is our pledge at *bambu* to continuously develop new design ideas for modern living using bamboo and other renewable materials.

bambu in the Press

O, The Oprah Magazine



House & Garden magazine



Natural Home magazine



GOURMET NEWS

"The *bambu* collection is designed for food preparation, presentation and entertaining. The products are hand-produced from sustainable materials. Rachel Speth, co-founder and managing director, leads product design and development, and works closely with manufacturing partners."

San Francisco Chronicle

"It's hard to find good, natural home products ... this (*bambu*) is the nicest finish I've seen ... shape and design are beautiful."

Houston Chronicle

"*bambu* brand bowls are in soft shades of sky blue, dusty green, taupe, pale yellow, black and brown ... almost too pretty to use."

Pittsburgh Post-Gazette

"One particularly glowing report about *bambu* comes recently from the Pittsburgh Post-Gazette. Writer Marlene Parrish discovers the joy of bamboo in her July feature article. We love Marlene's "test drive" evaluation of our products. Another *bambu* believer! Her article will go into national syndication later this summer. Email us if you'd like a copy of the article or any other press mentions about *bambu*."

info@bambuhome.com

The Washington Post

"Our answer to the paper plate.' So say the makers of *bambu* Veneerware®, a handsome, eco-friendly alternative ... from the eminently renewable bamboo."



Did You Know?

When you buy *bambu* products you are contributing to the livelihood of more than 1,200 families who are involved in the creation of our products. People who are learning new skills and honing proven skills.

We personally and directly work with all of the factory groups we choose to do business with. We insist our partners provide proper conditions, health and safety procedures, and fair wages.



bambu - at the Source

It's really no surprise that *bambu* founder Rachel Speth created such a unique company. Her background and education proved to be the ideal training ground to build something great.

Rachel earned her college degree at the University of Oregon in Architecture and Allied Arts, and pursued post-graduate study in environmental studies focusing on "cleaner production."

She joined up with Nike in 1989, developing her skills in design, development and production across the categories.

In 1994, she and her husband Jeff, a communications professional with international advertising agencies, moved to Taiwan and in 1996, to Guangzhou, China.

From 1994 to 1999 Rachel held a number of roles in product creation including Development Director and Creative Operations Director. Then in 1999, Rachel was

appointed Regional Director of Corporate Responsibility - Environment for Asia. In this role she worked with factory partners to establish-standards, improve production efficiencies, and minimize the environmental impact of the footwear production process.

After 12 years with Nike, Rachel, then 38, resigned to begin the creation of a company that reflected her values and skills - *bambu* LLC, an enterprise combining an extraordinary renewable resource with inspiring designs. Her Nike experience enabled her to build an exceptional Asian manufacturing network, successfully manage factory

partnerships, and maintain strict quality standards.

Scandinavian and Japanese design influences are reflected across the entire bamboo product line, a collection of contemporary products for the home, made from bamboo, and other renewable materials. The *bambu* product line consists of the broadest collection of bamboo housewares, including

plates, bowls, boards, trays, cutlery, kitchen utensils and baskets - with more ideas on the drawing board.

The company, *bambu* founded in 2002, exists to create interest and excitement in renewable materials by developing a distinctive and affordable collection of bamboo houseware for use in today's homes.

Bamboo has been a buttress of Asian culture, but its practical, versatile and artistic benefits are only now being discovered and fully appreciated in the Western markets.

Now living in Shanghai, Rachel and Jeff are on the doorstep of bamboo cultivation and manufacture.

"Prior to launching *bambu*, we have spent years learning and understanding bamboo, its growing characteristics, cultivation practices and manufacturing processes."

Their Asian travels have taken them beyond Taiwan and China to Thailand, Vietnam, Korea, Japan, Indonesia, Tibet, Myanmar, Nepal, Laos and Cambodia.

Bamboo has been a buttress of Asian culture, but its practical, versatile and artistic benefits are only now being discovered and fully appreciated in the Western developed markets.

Tested and Approved by the FDA

Giving our customers absolute assurance that they are getting products of the highest safety standards is paramount to us. So, we went the extra step.

Not all products are required to obtain FDA approval, but we wanted to make doubly sure that our *bambu* original Veneerware®, for example, is as safe as we could possibly make it. It's proven and approved.

Formal FDA testing deemed *bambu* Veneerware® single-use products meet the FDA criteria for food contact.

