

SUSTAINABILITY IN PRODUCT AND PACKAGING: THE “MAYA THE BEE” ECO TREND BOOK

Munich, 26th October 2021. Studio 100 Media with its renowned and popular brand "Maya the Bee" is taking the next step in its mission for environmental protection and sustainability. Together with PACOON, a leading agency in Central Europe specializing in package design and sustainability, Studio 100 Media has developed an international "Maya the Bee" ECO TREND BOOK. The aim is to inspire licensees to take the first steps towards more sustainable production and responsible use of the resources available today and for the future.

Consumers are becoming increasingly aware of their own responsibility for environmental and climate protection. For families in particular sustainability is becoming an increasingly important part of their everyday lives and decisions. Recent studies show that three-quarters of all children are interested in or want sustainability. The majority of families would like their preferred brands to offer sustainable products, and most would also pay extra for more sustainable products. Yet, it is often difficult to distinguish environmentally valuable products from those that are not. It thus makes it clear that brand direction and positioning are essential to a more environmentally friendly way of production and packaging, especially in terms of design and materials.

Studio 100 Media has recognized the signs of the times and wants to face up to the responsibility it bears through "Maya the Bee" as an international family and children's brand for future generations. Together with PACOON they have developed a unique style guide. The ECO TREND BOOK provides licensees with background knowledge and thus orientation and shows innovative ways to produce their products in a more environmentally friendly and sustainable way in terms of design, packaging, and materials. Ecological packaging design is preferred by consumers, as shown by PACOON's studies. The experts from Munich and Hamburg have already demonstrated many times how more sustainable packaging concepts can be communicated correctly. In addition, the experts direct and motivate consumers to adopt holistic concepts that generally offer savings potential of more than 10% across the entire process chain.

Packaging designed and produced according to the ECO TREND BOOK also reflects many core values of the "Maya the Bee" brand: naturalness, nature, curiosity, liveliness, care, and attention. An all-round positive attitude to life can therefore be conveyed directly via the POS. The "Maya the Bee" ECO TREND BOOK is now available to licensees and will be supplemented over the next few years with implementation examples and additional artwork for other product categories.

"Maya the Bee" has been a successful brand ambassador for bee and insect protection, sustainability, and biodiversity for years. Her environmental initiative "Project Poppy Meadow," which has now been around for four years, aims to make it easy for families in particular, to protect nature in a variety of ways and to sensitize children to the importance of species conservation. Since 2020, "Maya the Bee" has been collaborating with German NABU (Nature And Biodiversity Conservation Union) and supports its important "Insect Summer" campaign. The retail company REWE has also for many years been using the popularity of the famous brand for its own insect protection campaign in Germany.

Sources:

KB&B, Studie Marken-Kinder 2020 – Nachhaltigkeit; KidzGlobal, Children & Sustainable Society, December 2020; Zukunftsinstitut from the trend study: <https://www.zukunftsinstitut.de/artikel/mtglossar/neo-oekologie-glossar/>; <https://www.greenpeace.org/international/act/save-the-bees/>

Images

Image caption: The MAYA THE BEE– ECO TREND BOOK (Cover)



Image caption: MAYA THE BEE – Plug-in figure - sustainable product in sustainably produced packaging (product example)



Image caption: MAYA THE BEE – muslin cloths - sustainable product & packaging (product example)



Image caption: MAYA THE BEE – PROJECT POPPY MEADOW - Seal

About Studio 100 Media

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. The company develops and acquires new content, engages in co-production and co-financing activities and is also responsible for the international distribution of its own- and third-party rights. Studio 100 Media's business model is the perfect vertical and horizontal integration of its IP's. In marketing its license rights the company pursues a global strategy within sectors ranging from Content Distribution, Licensing and Home Entertainment through to Theatrical Movies, Stage Shows and Theme Parks. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio 100. www.studio100group.com

PACOON

'Sustainable packaging puts the product at the center and sustainability at the forefront'.

We are an owner-managed agency and deal daily with brand and corporate strategy, material, texture and function, through to graphic design and finishing. As a leading agency for package design and sustainability, we show innovative ways and offer orientation. For this purpose, a special unit, pacoon Sustainability Concepts, was founded in 2021. As an independent MVP Most Valuable Partner for the entire supply chain, we develop marketable solutions at eye level with our clients in our offices in Munich and Hamburg through many years of know-how and interdisciplinary experience.

Why PACOON? Because every task is always a question of the objective and the strategy and approach derived from it. "Why are you doing this? Where do you want to go? What makes you different?" So that the solution is not just "pretty designs" or "low hanging fruits", but goal-oriented concepts.

For many companies, PACKAGING IS THE MOST IMPORTANT COMMUNICATION MEANS. Therefore, your packaging project is a question of strategy, sustainability and design for us.

Project Poppy Meadow

In 2018, Studio 100 Media launched the Project Poppy Meadow initiative, featuring Maya the Bee as an ambassador for insects, biodiversity conservation, and sustainable engagement with nature. The focus is on showing families the often so simple ways to protect insects. The goal is to encourage as many people as possible to take action through broad publicity. The Poppy Meadow project cooperates in Germany with NABU (Naturschutzbund Deutschland e.V.) and supports its insect protection projects.

In addition to the environmental organization, more and more partners are participating in Project Poppy Meadow by providing a wide range of support, such as Privatmolkerei Bauer, Ravensburger, Blue Ocean Entertainment, Sonnentracht and XOX Gebäck.

More information: www.diebienemaja-bienenschutz.de

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