

GOODBYN™

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the lunchbox reinvented!
introducing Goodbyn™ —
a better lunchbox for
kids, parents and our planet!

SEATTLE - 6/15/2009 - Leave it to a mom to come up with a better way to “do lunch.” Frustrated with wasting plastic bags and drink boxes on a daily basis, Seattle mom Erin Franczyk knew she needed to come up with an eco-friendly solution to her lunchbox waste woes. On a quest for the perfect lunchbox, Erin realized it didn’t exist. With that, the Goodbyn™ lunchbox by Seattle company Byndoo LLC was born.

A signature point, the Goodbyn lunchbox does away with wasteful plastic bags and drink boxes for good. The five individual compartments — with just one lid to keep track of — eliminate the need for extraneous packaging and ensure that your sandwich won’t taste like your banana and your chips won’t co-mingle with your cookies! And it even comes with its very own reusable eight-ounce drink bottle — when filled with a drink and ice cubes doubles nicely as an ice pack. The lunchbox is easy for kids to carry, and is simple to open and close thanks to a finger-friendly pair of “ears.”

Once parents start using the Goodbyn lunchbox, they will quickly realize the savings. Its one-of-a-kind design can save parents an estimated \$190 per child each year in plastic bags and juice boxes alone. Its sturdy, dishwasher-safe construction means it will last longer than competing lunchboxes.

“I really wanted a smart solution for packing my children’s lunches,” said Erin Franczyk, a mother of three and co-founder of Byndoo. “My concept for the Goodbyn lunchbox came from the frustration and guilt I was feeling using so many individual bags and disposable containers every day. I knew there had to be a better way. When I couldn’t find it, I decided to create it myself.”

Appealing to every child's inner creativity, each Goodbyn lunchbox comes with more than 275 super-cool stickers for customization, and it is available in kid-friendly colors including red-orange, blue, green and pink. When parents (and kids) decide it's time for a new lunchbox, the Goodbyn lunchbox is completely recyclable. And, committed to domestic manufacturing, the Goodbyn lunchbox is 100 percent made in the U.S.A.

The Goodbyn lunchbox is available at www.goodbyn.com for \$29.95. For more information, visit www.byndoo.com.

About Byndoo

Founded in 2007, Byndoo is an eco-conscious product development company turning old ideas into new and innovative consumer solutions. We strive to redefine product categories through smart design, exemplary production practices and deep consideration of the end user and the planet we all share.

Our products offer high-style form and kid-friendly function and rely on our three guiding principles — think like a kid; provide like a parent; behave like the earth.