

# BEST ECO-FRIENDLY CHILDREN'S TOYS & BOOKS RETAILER 2021



We're delighted to share that the Green Bean Collection has won Best Eco-Friendly Children's Toys & Books Retailer 2021 at the SME UK Enterprise Awards. The SME UK Enterprise Awards recognise SMEs of all sizes who excel in their industries. Through promoting diverse and supportive company cultures which prioritise employee satisfaction, to offering exceptional customer service, to showing dedication to innovation and creativity, the awards showcase the broad range of talent SMEs possess and enrich the UK economy with.

SME News is a valuable resource for CEOs, leaders and key decision makers, providing expert knowledge and the latest news by drawing on its UK wide network of industry insiders from across the UK SME arena.

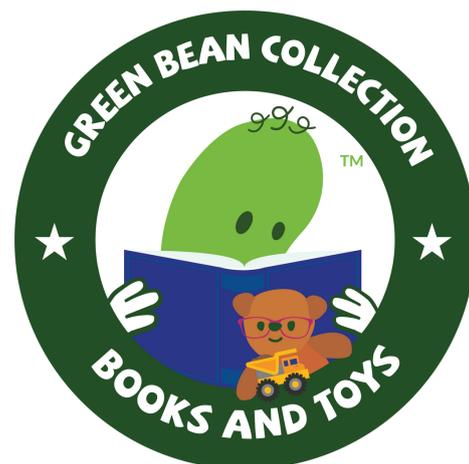
Award Coordinator Jessie Wilson shared her thoughts on the success of this year's award programme: "It is always a pleasure and a privilege to reach out to those that have been awarded in the SME UK Enterprise programme. One of the joys of these awards is realising the sheer talent and skill that permeates every inch of the British business sphere, across all industries and fields. I hope you all have a wonderful - and productive - rest of the year ahead and a fantastic 2022."

SME News prides itself on the integrity and validity of its awards and winners. Businesses who win these awards are chosen solely on merit, being commended for their ingenuity and hard work, which sets them apart from their competitors and proves them worthy of recognition.

Following on from our award success earlier this year for Children's Toy Retailer of the Year 2021 at the Corporate LiveWire Global Awards, this Eco Award win is further recognition of the innovation and excellence that the Green Bean brand continues to demonstrate, as well as our dedication to sustainability and operating in a planet-friendly way.

At Green Bean Studios, we have a dedicated team who are passionate about sustainability, protecting the environment, and trading in a fair and ethical way. We value the importance of understanding the businesses and individuals who make up our supply chain, ensuring that each and every product is of a consistently high quality, without exploiting workers.

Drawing on author and founder Anita Frost's extensive business experience, we have carefully developed our product packaging so that it is sustainable, whilst being highly appealing to children and parents. All of our packaging is made from recycled materials, and can be recycled after use. We have worked hard to remove all unnecessary plastic from our packaging and, where it is unavoidable, we have ensured that these materials are able to be recycled.



# Creating Precious Moments Through Fun Adventures!



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Through every avenue of communication with our customers, we promote our core message of sustainability, caring for the environment, and living greener, healthier lifestyles. From our bold and engaging animations and illustrations to the way we interact with our customers across our social media channels, email newsletters, and website, we are always keen to encourage our fanbase to be more environmentally conscious and do their bit to protect our planet.

This year, we have launched two new products to add to our ever-growing collection of educational and eco-friendly children's toys and games. These innovative products contributed to us winning the SME Eco Award.

Firstly, our Green Bean & Friends Jigsaw Puzzle Summer Edition – a colourful 20-piece jigsaw puzzle showing some of the much-loved characters from the Green Bean Collection in a beautiful outdoor setting. There are plenty of bold, bright objects for children of all ages to engage with, and the jigsaw is ideal for teaching turn-taking, communication, fine motor skills, observation, matching, organising and memory.

Secondly, our 7in1 Card Games – seven different fun and educational games contained in one compact box, making them ideal for entertaining the kids when travelling, visiting friends, or going on holiday. There are games suitable for children from 2 to 8 years old, with familiar favourites including Flash Cards, Memory Games, Pairs, and Snap, providing valuable time together to learn and play for the whole family.

**Anita Frost Author & Founder**





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What sets our card games apart from other products on the market is that ours contains many more game options than others do – similar products averaged at around four game varieties, whereas ours includes seven options, making it excellent value for money and highly appealing to parents and gift buyers.

Both of these new releases have been hugely successful with our existing fans, as well as capturing the interest of new ones too – including breaking into new retail markets across Europe and globally.

Innovation is at the heart of what we do at Green Bean Studios, and we are always looking for new and exciting ways to share our passion for edutainment, sustainability, and having fun adventures with more children and their families across the UK and beyond.

Spurred on by our award success, and the positive feedback from parents and children about our newly released toys and games, we are excited to be exploring new developments for our range and additional product lines to further grow our fanbase and retail offerings.

