



A brush with nature



SUPPORTER OF THE
**TERRA
CARTA**
For Nature, People & Planet



www.loofco.co.uk



Background

- We launched **LoofCo** in 2017 with a mission to reduce household plastic use & waste with a unique range of plastic-free pads, brushes, cloths, and soaps for everyday eco-swaps in washing-up, home cleaning and body routines.
- Made from renewable & biodegradable plant fibres -mainly **Loofah** & **Coconut** - hence the brand name - **LoofCo**
- Sourced from skilled traditional producers & makers in Egypt & Sri Lanka. Inspired by the cleaning methods of the pre-plastic era, we create products for modern cleaning tasks.
- Strong ethical & environmental credentials. Every plastic-free product is vegan, fairly traded, minimally processed and designed for regular use
- Kent based warehouse is BRCS Certified
- **Over 2 million units sold** of this established, trusted brand of 39 items for Washing-Up, Household Cleaning and Bodycare.

Over 2 million units sold!



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Washing-Up



NEW NON-STICK PAN BRUSH

Clean your non-stick pans without the worry. The LoofCo Non-Stick Pan Brush is made from soft natural sisal fibres that tackle washing-up effectively while being completely kind to non-stick coatings. Handmade in Sri Lanka using traditional techniques, with a sustainable rubberwood handle and galvanised metal core — durable, plastic-free, and built for the eco-conscious kitchen.



- ♥ Soft sisal fibres — gentle on non-stick, tough on grease
- ♥ Safe for pans, woks, baking trays, air fryers & bread makers
- ♥ Sustainable rubberwood handle — comfortable and durable
- ♥ Handmade in Sri Lanka — traditional craft, sustainably made
- ♥ Plastic-free & compostable — no synthetic materials

Materials: Sisal fibre, Galvanised steel wire, Rubberwood, Cotton.

Outer case of 4



Reasons to Buy

For Consumer

- Meets the increased demand for reducing household plastic use & waste
- Effective designs-positive consumer feedback & awards
- Long lasting with competitive RRP's
- Wide selection for home & garden, dishes & body
- Trusted brand for ethical supply chain
- Affordable easy switches

For Retailer

- Low-barrier, high-impact way to offer a brand with positive environmental impact.
- Eye catching instore- *EuroHook or Display Case*
- Innovative brand- regular product launches
- Build Category Value-Price premium vs plastic items
- Zero Plastic is a growing category
- Lightweight and easy for home delivery
- Marketing support- promotions, adverts, social media
- Multi Award-winning brand voted for by consumers and retailers alike



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Our Values

Our products & practices are kind, ethical, and sustainable—from packaging to partnerships. Here's how we put our values into action:



Certified by The Vegan Society

Our entire range is certified by The Vegan Society—free from animal ingredients and animal testing. Ethical, plant-based skincare that's gentle on your skin and the planet.



Supporter of Make it Wild

We help restore UK habitats and support biodiversity through rewilding projects, native planting, and wildlife corridors.



By Women Built Member

We're part of By Women Built, celebrating and supporting women-led brands. We champion diversity, equality, and empowerment.



Certified by Naturewatch Cruelty Free

We're verified by Naturewatch Foundation. Our products and ingredients are never tested on animals, giving you complete confidence in your ethical choices.



Certified by World Land Trust

Every soap box sold supports WLT's global conservation work—protecting tropical forests and endangered species.



Terra Carta Signatory

As part of the Terra Carta initiative, we align our business with global sustainability goals—protecting nature, restoring ecosystems, and driving net-zero action.



Certified by Carbon Neutral Britain

We are recognised for reducing and offsetting carbon emissions through accredited, impactful climate action.



Carbon Offset via Ecologi

We offset our emissions through Ecologi, supporting reforestation and renewable energy projects around the world. Over 75 million trees and counting.



SEDEX Member

We uphold ethical labour practices and environmental responsibility. We ensure transparency, safety, and sustainability at every level of the supply chain.



Plant-Based Treaty Signatory

We support the shift to plant-based systems to reduce emissions, protect the Earth, and promote healthier, more ethical diets.



BRCGS Certified Warehouse

For food-grade safety, hygiene, and full supply chain traceability. This ensures high-quality products handled with the highest standards of care and compliance.



Plastic Free

Our mission for LoofCo is to create a plastic free household brand made from plant based raw materials. Even our stickers are made of wood based compostable cellulose.



Sustainable Cotton

LoofCo towelling is woven from sustainably produced cotton, made without dyes, bleach, harsh chemicals, or formaldehyde. It retains its natural purity, reduces water usage in production, and is safer for both skin and the environment.



Fairly Traded

We ensure that the farmers and workers in our supply chain receive fair prices and safe working conditions. We have strong collaborative relationships with our suppliers, thus promoting sustainability, ethical production and trade practices.



Biodegradable & Recyclable

All components of LoofCo are biodegradable apart from the metal core of our coconut coir fibre brushes which can be recycled.



Organic Standards

Coconut trees from which the coir fibre is sourced for LoofCo products are grown to organic standards in Sri Lanka



Plastic Free Champion

The SAS Plastic Free Champion Award celebrates pioneering businesses that are committed to remove unnecessary plastic.



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If you have any questions about stocking LoofCo
please contact:

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