

Press Release (for immediate release)



WANDSPRO

Your adventure. Just go.

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WandsPro® Launches the World's First 'Clip-together' Crockery Range – ClipCroc®:

'Plates, Dishes, Bowls and Cups with 9 Amazing Features for an EFFORTLESS adventure!

The World's FIRST CLIP-TOGETHER Crockery Range

ClipCroc®
THE CROCKERY THAT CLIPS

Durable
Robust one piece design with no moving parts.

ClipQuick™
Clip together for the ultimate Grab & Go.

ClipQuiet™
Unique clip-together rattle-free design.

ClipCool™
No more hot hands. The air space between two ClipCroc provides the ultimate insulation.

ClipClean™
Clip crockery together for cleaning later.

SafeStack™
Horizontal or vertical stacking for easy storage.

Perfect for:
Camping, recreational activities, road trips, BBQ's, picnics or simply around the home.

Locally made
ClipCroc® is proudly manufactured in Australia.

Patented
ClipCroc® is new and completely unique.

Food Grade Plastic
We only use FDA approved, BPA free, food-grade polypropylene. ClipCroc® is freezer & dishwasher safe.

No Fuss, No Mess, No Noise.

Compact, Capable, Convenient.™

WANDSPRO®

Sunshine Coast, Australia, April 2020: WandsPro® is proud to announce the launch of ClipCroc® - the world's FIRST & ONLY 'Clip-Together' plastic crockery (tableware) range. The ClipCroc range includes plates, dishes, bowls and cups that uniquely 'clip' together! The range is feature-packed, reusable, rattle-free, easy to pack, safe to stack, heat insulating & easy to clean: Perfect for Camping, Caravans, Boats, BBQs, Picnics, Kids, outdoor activities or around the home!

- **WEBSITE:** <https://wandspro.com/>

Environmental & Sustainable

An Innovative & Sustainable Solution to the 'single-use' plate, bowl, dish & cup.

Every year, trillions of single-use plastic products are thrown away to landfill sites. Most of these single-use products are used for less than a few minutes before ending up in landfill, the ocean or eaten by sea life.

"More than 8 million tonnes of plastic is dumped in our oceans every year"

"Half a trillion disposable cups are manufactured annually around the world. That's over 70 disposable cups for every person on the planet"

"We have developed a disposable lifestyle and estimates are that around 50% of plastic is used just once and thrown away"

<https://plasticoceans.org/the-facts/>

ClipCroc® The World's FIRST Clip-Together Tableware Range

WandsPro co-founders (Rich Wands, Lindsey Cox, Chris Wands <https://wandspro.com/about/>) were disappointed that up to **500+ Billion single-use plastic plates, dishes, bowls & cups were thrown to landfill every year** and decided to re-invent outdoor tableware once and for all!

“Current tableware hasn’t changed in 10,000 years! It’s about time it was upgraded for 21st Century living!”
Rich Wands, WandsPro® Co-founder

The EU parliament bans single-use plastics from 2021

The WandsPro® team were thrilled to hear the world will soon be a lot cleaner. The European Parliament announced a landslide victory with a total ban of 10 of the biggest single-use plastic polluters by 2021. Single-use plastic plates are second on the list! The list also includes single-use cutlery such as forks, knives, spoons and chopsticks; single-use plastic plates; plastic straws; cotton bud sticks, food containers and expanded polystyrene cups. Many other countries including Australia, Canada and certain states in the USA are also now embracing the initiative.

“Parliament approved a new law banning single-use plastic items such as plates, cutlery, straws and cotton bud sticks.”

<https://www.europarl.europa.eu/news/en/press-room/20190321IPR32111/parliament-seals-ban-on-throwaway-plastics-by-2021>



What is ClipCroc®?

ClipCroc® is a range of reusable, hard-wearing, plastic polypropylene plates, dishes, bowls and cups that uniquely ‘Clip’ together! The ClipCroc® system finally offers campers, picnic goers and families the perfect tableware range.

Imagine a peaceful road trip where the crockery in the back of your car, caravan or boat is simply silent. Or imagine packing for that holiday, picnic or BBQ being quick, practical and efficient. Or maybe you just want an easier and cleaner way to store your dirty dishes for washing at a time more convenient to you.

Now, with ClipCroc’s world first and patented technology all of this is a reality. Welcome to ClipCroc®, the World’s most advanced outdoor tableware range. Let the excitement begin with crockery that’s as adventurous as you!

The unique features include:

- ClipQuick™: The ‘Clip-Together’ design keeps items neatly locked together for that instant grab and go!

- ClipQuiet™: The anti-rattle design ends the rattle in your caravan, boat, motorhome or picnic bag!
- ClipClean™: Leave washing up for a more convenient time by clipping used items together for cleaning later
- ClipCool™: This heat insulating feature eliminates hot hands and laps when eating HOT food or drinks
- ClipGreen™: Helps eliminate 500+ Billion single-use plates, dishes, bowls and cups going to landfill per year
- SafeStack™: Clipped items are free from slipping & sliding; easy to stack, pack and store for travel
- Glossy wipe clean surface helps to reduce water usage during cleaning. ClipCroc is 100% Australian made
- FDA approved, BPA free, Food Grade plastic that's dishwasher & freezer safe and durable
- Perfect for BBQs, picnics, camping, travel, kids, pools, caravans, motorhomes or around the home!

“Overall, we wanted to design an outdoor tableware range that offers more features and functions than any other tableware range available” *Lindsey Cox, WandsPro Co-founder, CEO*

How ClipCroc® works

Surprisingly enough the simple plate has barely changed since it was first used in the stone age over 10,000 years ago! They were typically flat pieces of stone, bone or wood which were often circular.....much as they are today! Well, fast forward 10's of thousands of years and the WandsPro® team are thrilled to announce the trusty plate has finally had a major upgrade to include an overhanging tab that locks with another plate from above, or below, to form a nice, neat and rattle-free stack! Add additional features such as thermal insulation, efficient packing and the ability to postpone cleaning until later. WandsPro® believe the end of the stone age can officially be announced!

After seeing just how useful their new locking feature was, the WandsPro® team decided to add dishes, bowls and cups to the range. These work differently to the plate whereby they lock together using a unique circumferential boss and groove mechanism which is “so simple yet so effective” remarks WandsPro's co-founder & lead designer Rich Wands! Finally no more rattling tableware sliding around your RV, no more burning your hands or lap with hot food or drinks and no more hassle packing in a hurry for that trip to the beach or a friend's BBQ.....simply Grab & Go!



Where the IDEA came from!

In 2013 WandsPro® co-founder & CEO, Lindsey, explains she and her fiancé, Rich, came up with the idea while they were relocating across Australia on a 6-day car-camping trip. Throughout the 4,500 km road trip from Perth to Queensland they found the constant rattle of their plastic crockery sliding around the back of their SUV so frustrating! On top of this they encountered the difficulty of washing up dirty plates when facilities weren't available and the disappointment of having to use single-use items that go to landfill. After stopping on the highway many times to re-

ClipCroc® The World's FIRST Clip-Together Tableware Range

organise their kitchen box and even resorting to wrapping their laundry around the various rattling items they figured there just had to be a better way! In September 2015 they quit their day jobs and joined their local innovation centre on the Sunshine Coast, Australia, to focus 100% on inventing ClipCroc®.



WandsPro Co-founders (left to right): Lindsey Cox and twins Chris Wands & Rich Wands

“ Every time you clip one of our plates together, you save another single-use plate from landfill. ”

WandsPro 'ClipGreen' mantra



After seeing the potential with their prototypes, they recruited Rich's twin brother, Chris, to help finalise the designs and finally bring ClipCroc® to life. The entrepreneurial journey certainly hasn't been an easy one, however. "Imagine having to live with your brother in law for 4 and a half years to save money", jokes Rich's fiancée Lindsey, "and having to sell your car and cancel your own wedding to pay for product development!...Ouch!"

Who is ClipCroc for? 1 Range: 1000 Uses!

The ClipCroc® clip-together tableware range has been designed with virtually every adventure and every possible purpose in mind! Take it to picnics on the beach, BBQ's in the park, have a sandwich in the garden or take ClipCroc® on your next road trip! ClipCroc® is perfect for pools, decks, boats, travelling, outdoors, indoors, adults, children or for virtually anywhere a robust and virtually unbreakable plastic piece of tableware would be useful! ClipCroc® is also ideal for camping, caravanning & RV'ing or for just around the home!

The World's most inventive and feature-packed crockery has arrived allowing you to sit back, relax and enjoy your adventure. ClipCroc® is Quick, Quiet, Clean, Green & Cool.....there's only one question left, what will you use ClipCroc® for?

Right: The ClipCroc® range consists of plastic plates, bowls, dishes and cups in 4 colours, blue, white, pink and black.

Uniquely the items clip-together from above, or below, to form a neat and rattle-free unit.



After almost 5 years of development and many months of testing, the WandsPro® team are convinced travellers & campers will be absolutely delighted with the new ClipCroc® range. "Compact, Capable and Convenient" is their motto.....you can check out the full range at www.wandspro.com!