

## Bringing Babies their Bamboo Socks

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For immediate release. Surrey, UK - [www.100Bamboo.com](http://www.100Bamboo.com) introduces a range of Designer Bamboo Socks for Adults and Babies. 100% Bamboo has traditionally offered eco-friendly bamboo duvet covers, sheets, blankets and towels and the newly added Bamboo Baby range which included towels and the latest addition- bamboo socks. The company proudly offers the environmentally aware customer a greater selection of stylish and practical home linen. The linen range consists of bedding in a Classic Stripe and an elegant Floral design that is simplistic yet beautiful and compliments most other fabrics. Blankets are soft and luxurious in pure bamboo with a satin trim and the towels are a substantial 800gsm weight making them hotel grade, yet environmentally far superior.

### Summary

100% Bamboo Ltd has recently updated their Bamboo Baby range to include socks. The ever popular baby towels have been a best seller for over a year and the need for new Bamboo Baby Products continues. The Bamboo Baby market is booming and 100bamboo.com have responded with 4 new Baby Sock designs that any new parents will be pleased with. And for the perfect new baby gift, there is a matching mom and baby Argyle Design set.

### Bamboo Basics

Our fabric is made from viscose from Bamboo which is produced from Bamboo pulp. It is characterized by its good hygroscopicity (ability to hold water), excellent permeability (breathable), soft feel, easiness to straighten and dye and splendid colour effect of pigmentation.

### Features

Bamboo has many advantages over cotton as a raw material for textiles. Reaching up to 35 metres tall, bamboos are the largest members of the grass family. They are the fastest growing woody plants in the world. One Japanese species has been recorded as growing over 1 metre in a day. There are over 1600 species of bamboo found in diverse climates from cold mountains to hot tropical regions. About 40 million hectares of the earth is covered with bamboo, mostly in Asia. The high growth rate of bamboo and the fact that bamboo can grow in such diverse climates makes the bamboo plant a sustainable and versatile resource. Knowing that we can harvest and produce luxury linens and household products from a raw material that is totally sustainable was my motivation to bring these products to the UK consumer. An audience that is becoming more environmentally aware, yet values superior quality associated with traditional manufacturing from ages past.

'After searching for socks to keep my baby girls feet warm and cosy and that had the fabric structure to remain on the little foot, I tried bamboo socks with great success. I then proceeded to find bamboo socks for myself and my husband too and we now choose them over any other.' Say Laura Toursouloupoulos, founder of 100% Bamboo Ltd.

If you are sceptical of bamboo and would like to feel the fabric before purchasing, log on to <http://www.100bamboo.com/samplerrequest> and request a fabric sample.

100% Bamboo Ltd offers bamboo bed linens, blankets and towels that are hypo-allergenic, thermal regulating and environmentally friendly -the range is available at [www.100bamboo.com](http://www.100bamboo.com)

100bamboo.com was launched by Laura Toursouloupoulos in 2009. Laura began the search for environmentally sound products after experiencing the Chinese pollution first hand and wondering where this earth will end up if global economies don't become greener and more environmentally sensible.

With over 10 years of marketing experience including launching the diamond group De Beers LVMH in London 2002, Laura's approach to style is elegant and simplistic and is aimed at the customer who wants a chic-yet-affordable home experience.

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