

The World's Strongest Bear Meets the World's Kindest Straw: Dolea in Collaboration with Sweden's Most Popular Children's Character – Bamse

Just in time for the premiere of the new Bamse film, "Bamse and the Secret of the Sea," later this year, Dolea is launching a new collaboration with Egmont: Bamse straws made from 100% recyclable paperboard. The straws will be available at Sibylla restaurants across Sweden.



Image: Sustainable Bamse® branded Dolea straws | ©Soldeman photography

A Straw with a Message

Bamse stands for courage, friendship, and justice – values that are also very important to Dolea. Our Bamse straws are not only environmentally friendly, but they also carry a message: even the smallest can make a big difference. Through the collaboration with Sibylla, more people can participate in this in a fun and sustainable way.

"We are very proud to collaborate with such an iconic and value-driven brand as Bamse. With our recyclable straws, we want to inspire sustainable choices in everyday life – and who better to do that with than the world's kindest bear!" says Patrick Åberg, SVP at Dolea.

With Sustainability and User Experience in Focus

Dolea's straws are manufactured in Finland and combine function with environmental responsibility. They feel soft against the lips, leave no paper taste, and are suitable for all types of beverages. Featuring designs of Bamse and his friends, they create a playful and conscious drinking experience for both young and old. The straws are fully recyclable as paper and are part of a truly circular economy.

"Bamse is an incredibly strong and popular brand that has conveyed positive values for generations – and reaches hundreds of thousands of children every week. The fact that Dolea is now promoting these values through a sustainable product feels absolutely right. We look forward to meeting Bamse fans at Sibylla's popular restaurants across the country," says Mattias Mickelsson, Head of Bamse Collaborations at Story House Egmont.

About Dolea Oy (Ltd.)

Dolea enables circular economy on a global scale by producing drinking straws that are safe and sustainable. Dolea Straws have been patented globally. Embracing the ethos of "local production, global effect" Dolea aims at providing unparalleled customer experience, promoting sustainability. Dolea manufactures patented straw machines for converters all over the globe.

Contact: Mr. Patrick Åberg, SVP | +358505052700 | patrick.aberg@doleastraw.com

Links: Website <http://www.doleastraw.com/> | LinkedIn <https://www.linkedin.com/company/dolea-straw/>

About Story House Egmont AB

Story House Egmont AB, part of the Egmont media group, is one of the Nordic region's leading and most traditional media companies. Within our three areas – Media, E-commerce, and Agencies – we develop engaging content, high-quality products, innovative services, and personal meeting places. We are passionate storytellers with a burning desire to do good. Through our owner, the Egmont Foundation and media group, we annually donate a large portion of our surplus to support children and young people who are struggling in life.

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About Sibylla

The Sibylla chain currently consists of 128 street food kitchens, stretching from Gällivare in the north to Ystad in the south. For Sibylla, taste has always been the most central aspect, along with personal service. It should be both delicious and pleasant to eat at Sibylla. Just like Bamse, Sibylla is a part of the Swedish national identity. The Sibylla brand is synonymous with fast food and classic street food culture. Sibylla is the original in the jungle of brands seen in today's fast-food market. But then again, they've also been around since 1932.

Links: Website <https://www.sibylla.se> | LinkedIn <https://www.linkedin.com/company/nordic-fast-food-ab/>