

# Dolea and Angry Birds Partner to Launch Sustainable Straws

Dolea Oy is delighted to announce an exciting new licensing partnership with the global entertainment phenomenon, Angry Birds, in a deal facilitated by Angry Birds licensing agent, IMG Licensing. They are set to launch a line of fun, sustainable Angry Birds character straws, bringing together two companies with Finnish roots to promote both enjoyable moments and environmental consciousness. With major events in Angry Birds games and a third Angry Birds Movie on the horizon, Dolea is happy to be part of the program.

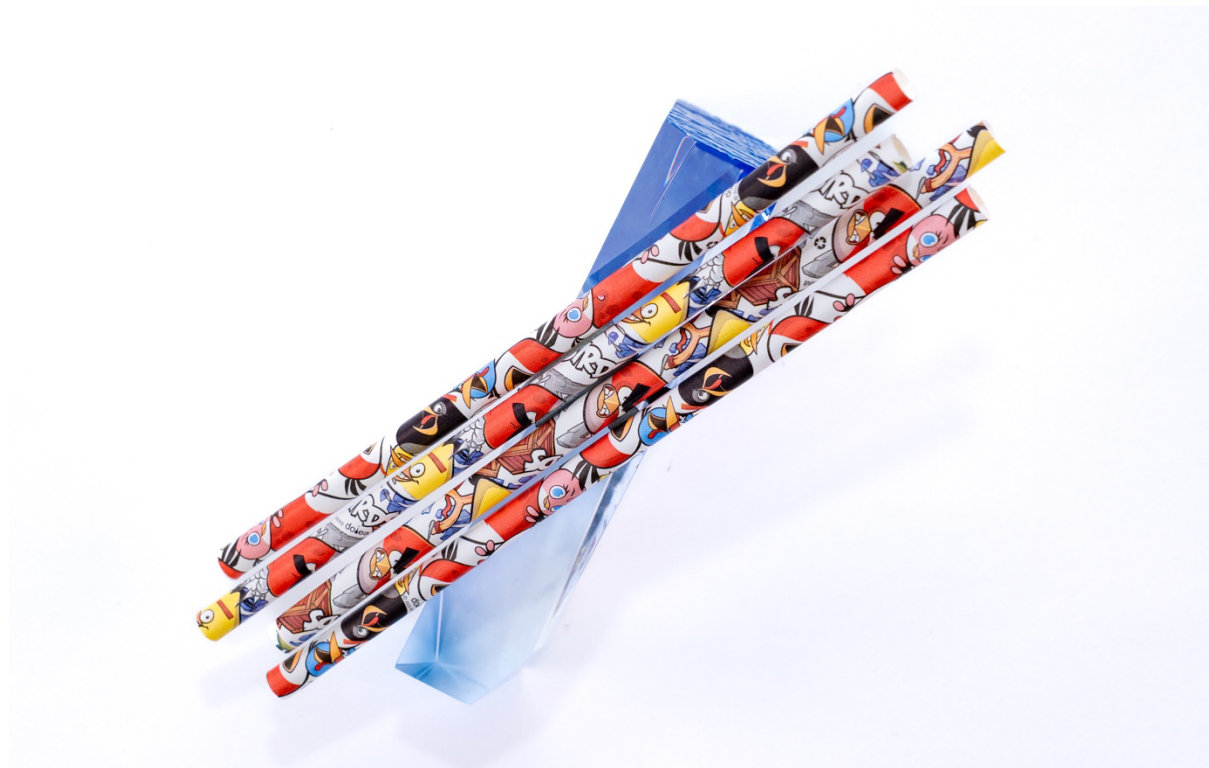


Image: Sustainable Angry Birds character straws by Dolea | ©Soldeman photography

The new Angry Birds straws are designed to be unique, fun, and perfectly aligned with the brand's vibrant energy. Both established in Finland, Angry Birds and Dolea have been a part of Finnish families for years, and both are shared in the moments of joy, celebration, and everyday fun. Dolea's straws are made of paper that can be easily recycled through existing recycling streams,

and do not leave any aftertaste, making them an environmentally friendly choice for any beverage.

"We are thrilled with the collaboration between Angry Birds and Dolea. We both support safe and enjoyable experiences, whether it is having a sip through an Angry Birds straw or knocking over the pigs' towers in an Angry Birds game," says Patrick Åberg, SVP at Dolea. "Our straws and Angry Birds are a natural fit that promote enjoying fun moments while promoting the message of environmental consciousness."

Similarly, Angry Birds is a brand that has been known to use their voice to raise awareness for environmental causes. Just this year, three Angry Birds games were involved in the 2025 Green Game Jam, an annual initiative organized by the Playing for the Planet Alliance, where game studios integrate environmentally themed content into their games to raise awareness and inspire action. It goes to show that making choices that are good for the environment can also be fun.

"This partnership is all about making every sip and every moment of fun even more enjoyable. Just like our birds, Dolea straws are known for their vibrant visuals and their commitment to adding a splash of excitement to your day." says Katri Chacona, Head of Brand Licensing at Rovio Entertainment.

This partnership between Angry Birds and Dolea represents a shared commitment to creating joyous experiences while championing environmental responsibility. By combining fun and sustainability, both companies aim to inspire consumers to make eco-conscious choices in their everyday lives.

### **About Dolea Oy (Ltd.)**

Dolea enables circular economy on a global scale by producing drinking straws that are safe and sustainable in Finland, USA and India. Dolea Straws have been patented globally. Embracing the ethos of "local production, global effect" Dolea aims at providing unparalleled customer experience, promoting sustainability.

**Contact:** Mr. Patrick Åberg, SVP | +358505052700 | [patrick.aberg@doleastraw.com](mailto:patrick.aberg@doleastraw.com)

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

### **About Rovio**

Rovio Entertainment Ltd. is a global mobile-first games company that creates, develops and publishes mobile games, which have been downloaded over 5 billion times. Rovio is best known for the global Angry Birds brand, which started as a popular mobile game in 2009, and has since evolved from games to various entertainment, animations and consumer products in brand

licensing. Rovio has produced The Angry Birds Movie (2016), and its sequel, The Angry Birds Movie 2 was released in 2019. The company offers multiple mobile games and has seven game studios – one in Espoo (Finland), Stockholm (Sweden), Copenhagen (Denmark), Barcelona (Spain), Montreal and Toronto (Canada), as well as a subsidiary in Izmir (Turkey) called Ruby Games. Most of the employees are based in Finland where Rovio is headquartered. Rovio is owned by SEGA.

Links: Website <http://www.rovio.com>