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INNOVATE UK PROGRAM SPURS TWIPES TO SUCCESSFUL START TO YEAR

NEW YORK CITY, May 17, 2024 -- Since beginning the [Innovate UK Global Incubator Programme](#) in January, Twipes, the startup behind the world's first truly flushable and biodegradable wet wipes, has been further cementing itself in New York State and the U.S. as a whole.

Twipes was founded in London in 2015 by CEO Alborz Bozorgi and COO/inventor Ellenor McIntosh as a sustainable solution to toilet blockages and sewer buildups.

Twipes break down in water within three hours or in landfill within seven days, and McIntosh has won the Princess Diana Award, was recognized at the Black British Business Awards, and was named to the [2020 Forbes 30 Under 30 list](#) for her work with Twipes' biotech. She and Bozorgi were also awarded [the Mayor's Fund for London Entrepreneurs of the Year Award](#) in 2017.

The company has made leaps and bounds since working with Innovate UK.

In February, cofounders Bozorgi and McIntosh [presented the product](#) to investment bank **Morgan Stanley** and the company was **featured on the Nasdaq billboard** in Times Square.

Twipes also became available in our **first retail store** in America, [Thistle and Shamrock](#) in Cambridge, Mass.

The **startup also sponsored a team of four female rowers**, dubbed "There She Rows," as they made their way from the U.K. to the U.S., paralleling Twipes' journey.

Additionally, the company has **increased its philanthropic efforts** this year, [donating 200 packs of wet wipes](#) to the City of Buffalo's MLK toiletry drive, and currently working out donations to two other Buffalo organizations. Twipes also donated a total of 8,000 packs to two London shelters and is in the process of sending another 2,000 packs to a third.

The next venture Twipes has undertaken is **finding a place to set up manufacturing** in Western New York. Currently manufactured in Wales, the company is looking to manufacture its wet wipes in the U.S. as well, for more efficient distribution to its American customers.

This summer, following the graduation of the Global Incubator Programme, Twipes will be **remaining in New York State**. The company has **hired two of its former marketing interns**, one full-time and the other in a part-time capacity, and have added **four new part-time staff** members as well.