

FOR IMMEDIATE RELEASE

Adam Duke
Twipes
adam@twipes.com



**U.K. STARTUP TWIPES CELEBRATES ONE-YEAR ANNIVERSARY OF
EXPANSION TO U.S.A.**

BUFFALO, N.Y., 27 March, 2024 — Twipes, the company behind the world's first truly flushable and truly biodegradable wet wipes, is preparing to celebrate the one-year anniversary of its expansion to the United States. Founded by inventor Ellenor McIntosh, a 2020 Forbes 30 Under 30 listee, and CEO Alborz Bozorgi, Twipes has been making a splash with its commitment to sustainable hygiene solutions.

Twipes was founded in London, U.K. in 2015 to prevent blockages in toilets and sewers. The startup expanded its operations to the United States on 4 April, 2023. This past winter, Twipes gained recognition as the only U.K. company selected for Morgan Stanley's recent Inclusive Ventures Lab cohort in New York City. The company was also selected to participate in the Innovate U.K. Global Incubator Programme in New York, further establishing its imprint in the city and in the U.S.

“America presents a huge market for the wet wipes industry, and we’ve accomplished so much this past year,” Bozorgi said. “Not only that, but when you look at all the beauty of the natural landscapes here — from the beaches of California to the mountains of West Virginia, how can you not want to protect it? It gives us even more motivation to keep growing. It’s been quite the journey making new connections across the globe, and even now emerging in retail.”

Twipes recently became available in its first retail shop in America - Thistle and Shamrock, located in Cambridge, Mass. Currently manufactured in Wales, Twipes is also looking to set up a manufacturing facility in Buffalo, N.Y. as it reaches further into the retail space.

About Twipes:

Twipes was founded in 2015 in London, U.K. to prevent blockages in toilets and sewers, as buildups of non-flushable wipes — called “fatbergs” — are a massive problem in London, costing millions each year to remove.

After winning \$1 million in the 2022 startup competition run by Buffalo, N.Y. accelerator 43North, the company expanded to the U.S. in early 2023. Employment has since boomed, with a 400% increase in staff after the expansion.

In addition to being named to the Forbes 30 Under 30 list for her work with Twipes' biotechnology, COO Ellenor McIntosh has also won numerous awards, including a Black British Business Award and the Princess Diana Award. McIntosh and Twipes CEO Al Bozorgi won the Mayor's Fund for London Entrepreneur Award in 2017 and will be featured in a documentary by the Mayor's office later this year. For more information about Twipes, please visit www.twipes.com.