
ECOFELLA to debut green items in Hamburg

By **Jane Hobson** on January, 13 2020 | Amenities & Comfort



Holland-based [ECOFELLA](#), a company known for creating environmentally-conscious bamboo toothbrushes, has announced that it will attend the [World Travel Catering & Onboard Services Expo](#) (WTCE) this year in Hamburg, Germany to work with airlines and rail and cruise operators to reduce plastic waste onboard.

ECOFELLA aims to do so by offering eco-friendly products made from naturally renewable materials, mostly bamboo. According to the press release, the Dutch company also plans to launch several new eco-friendly products designed specifically for the travel industry.

“Great sustainable alternatives are available and we need to get them to the right people,” said Melle Bax, Founder and Director of ECOFELLA. “Not only will this be beneficial for the planet, it will also be beneficial for airlines – more and more people around the world are becoming aware of the gravity of this issue and [are starting] to demand a change. Passengers would greatly appreciate sustainable efforts by a travel company.”

The company will be located at booth 3D68 from March 31 to April 2.