

☕ Coffee Talk with Antoinette



Please tell us about yourself, who are you and what do you do? Antoinette Jackson, Founder and CEO of www.superbee.me. SuperBee is a family-owned social enterprise based in the mountains of northern Thailand supporting plastic-free living through sustainable, ethically made eco-homeware.

How did your journey towards sustainability begin and how did you come up with the initial idea? The idea was from my Grandmother (the first collection was full of traditional kitchen-style gingham and spots and florals in honor of the Grandmas) and the rest is history – we are now a Bcorp business with environmental and social impact. Living in Northern Thailand, I was troubled by the scourge of single-use plastic, and driven to develop a sustainable product to tackle this problem. The wraps are made from organic cotton, coconut oil, and tree resin (all locally sourced to reduce our carbon footprint), while the beeswax is sourced from a local beekeeping cooperative. We only use the wax that builds upon the outside of the frames, to disturb the bees as little as possible.

What are the biggest challenges you face? Making sustainability sexy – educating – trying to change habits – being so far away.

What is a possible future for your initiative? Where do you want to be within five years? I dream of creating a co-creative space where we and other local artisans could share their textile skills or basket weaving and where we can hold a space to educate about plastic and maybe even a recycling center that shows how important washing garbage is before tossing it. I think after 7 years in business this concept ebbs and flows – when we hit a growth spurt we do need to sell more to reach another plateau but then I prefer to slow things down a bit. Loads of money sounds great but life quality and less stress are way more valuable.

If you have three free wishes, what would you wish for? Only three? – I don't know = wishes are for fairy tales!

What do you think we all can do to solve the plastic pollution problem in general? Just be more conscious about what you are buying – how it is disposed of – who made it – how was it made – do I really need it. Conscious Consumerism.

Insights about the project

“The Buzzy Plastic Wrap Alternative”

by Antoinette Jackson, Chris Schalkx, Lutz Schaffranek, Apinya “Nan” Saeao, Thailand

Conscious Consumerism and asking yourself the right questions before buying – Superbee from Northern Thailand supports plastic-free living through sustainable, ethically made eco-homeware.

