



From Skipping Rocks Lab to Notpla: we are rebranding.

Over the past few years we have grown and developed as a business, and as such we felt it was time for a change. Therefore, we have decided to rebrand, creating a new name, a new identity and an enlarged focus but maintaining the same mission: to make packaging disappear. The rebranding reflects both the evolution of the company as well as our vision for the future, both in terms of products as well as new markets. Skipping Rocks Lab was born to find a solution to single use plastic. Notpla speaks this purpose.

Concept

Notpla is designed to be a simple and bold definition of who we are: not plastic; not PLA; we are a new thing. We are Notpla. It is more than just a brand, but also the name of our revolutionary material. Ooho remains the product name for the lovable, edible bubbles with which we started, but now thanks to their success and the support we have received we have decided to diversify the applications of Notpla, in order to reduce the use of single use plastic in every possible field. To do so, we are developing coatings for liners, films and nets made by Notpla and we are planning to expand to new markets outside the UK.

Our hope for the future is to become a household name that signifies fully natural packaging that can be home composted, and a brand that is at the forefront of environmental sustainability.

Design

The new design has been created by branding agency Superunion. The design of the logo is intended to reflect a vessel to that can be filled and when it is emptied the exterior disappears, just like our packaging. To fully achieve this concept the logo needs to be animated, and they have engaged a design agency called The Mill who is finalizing the 3D moving logo currently.

A packaging that leaves no traces.
A dynamic logo (coming soon) as an invisible vessel.

The tone of voice is intended to be simple, direct & bold. Notpla is built on the idea that its products will change the world. With such a bold and brave intention at the core of the brand the only way to communicate it is in a simple and clear way, without being shy and overcomplicated. The name itself reflects this approach.

Important Information

The rebrand has had a soft-launch, with the website first being relaunched on 28th April and our new identity taking effect from the 4th July. With the full transition now complete [website updated, social media transferred, new emails set-up and the name change filed at Companies House] we are officially Notpla Limited in every respect from Monday 20th July. Please update all contact information accordingly. All other information remains the same.

For further information please contact us. We would be happy to share more information on this excited transition for us!

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