



New Zealand doesn't need another bottle of water: Thankyou not launching with flagship water product

New Zealand, Thursday 7 June, 2018. [Thankyou](#), the disruptive social enterprise set to launch in New Zealand on Friday 15 June announced its decision not to launch with its famous, flagship water range.

Thankyou was co-founded in 2008 by MD, Daniel Flynn in response to the World Water Crisis, with its first product, a bottle of water that funds access to safe water.

"From day one, we've said that bottled water is a silly product that really shouldn't exist when you consider we get clean water from the tap for free. It does exist though, and while we're here to challenge consumers who purchase water to buy a product with a positive impact on global poverty, we didn't feel we could launch another bottle of water into New Zealand," said Daniel.

"While launching into a new country without your famous, flagship product would not be considered a normal move for any brand, as a team we've been focused on making our products more responsible, so for us it didn't seem right to launch a product we have big plans to innovate and evolve in the next year," said Daniel.

After negotiations with all major New Zealand retailers, New World, PAK'nSAVE and Four Square will be the first retailers to stock Thankyou's range with a period of exclusivity before other retailers come on board.

The starting line-up of Thankyou New Zealand's product range include best sellers from its personal care range (hand wash, hand lotion, body wash, sanitiser and coffee body scrub) followed months later by its design-led baby range (nappies and baby body care). Once the Thankyou innovation team have completed the renovation, the social enterprise will announce a new responsible and game-changing water range for New Zealand.

In Australia, Thankyou's water range will continue to stay on shelf until the new innovation is launched.

Thankyou is a global idea that happened to start in Australia. New Zealand will be the first country outside of Australia to adopt the idea when it launches on Friday 15 June. The launch was crowdfunded by social investors around the world through Thankyou's [Chapter One campaign](#). While Thankyou's plans to launch in New Zealand remain a secret, the social enterprise promises a grassroots launch that engages the nation.

Thankyou's goal is to empower humanity to choose a world without poverty by committing 100% of profits from products to fund access to water, toilets, sanitation, safe births and healthcare for people in need around the world. In nine years Thankyou have given over \$5.8 million to projects in 20 countries.

To arrange an interview with Daniel Flynn, contact Melissa Morris on melissa.m@thankyou.co or +61 401 182 281.

For images, visit this Dropbox: <https://www.dropbox.com/sh/6wfv3vsieevmqrB/AABK-8iUioPNN0za6Q5b4pAYa?dl=0>

To follow Thankyou on social media, like @thankyounz on [Facebook](#) and [Instagram](#).

To be the first to know updates, sign up to the launch team here: <https://thankyou.co/nz/> - [join](#)



About Thankyou

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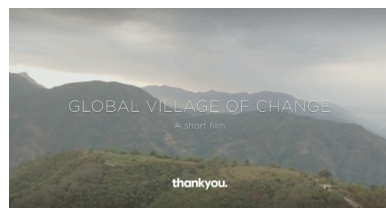
Thankyou is a social enterprise that sells consumers products and commits 100% of the profit to help end global poverty. Their ranges include water and body care that fund safe water and toilets and a baby range that funds safe births and healthcare. In nine years, they've given over \$5.8 million to people in need in 20 countries through their impact partners on the ground.

Thankyou was founded in 2008 by Daniel Flynn, Justine Flynn and Jarryd Burns in response to the World Water Crisis. At the time, 900 million people globally didn't have access to safe water, while the Australian bottled water industry was worth \$600million annually. By pairing these two extremes together, the idea for Thankyou was born – a consumer goods company that makes great products and exists to tackle global poverty with the profits.

Thankyou has no private shareholders or investors, which allows the social enterprise to commit all profits to impact.

You can find out more here: www.thankyou.co/nz

Click on the image below to watch Thankyou's short film, Global Village of Change



Click on the image to watch the Chapter One launch video that crowdfunded the launch of Thankyou New Zealand:

