

Case Study: Tiny Wave Co

Who: Tiny Wave Co began as a wooden wave company that encapsulates the love of the ride. Their wooden creations help inspire others to appreciate the scenic and tranquil nature of surfing, right from the comfort of one's desk. Their brand emphasizes the sentiment that it's not about the quantity or size of the waves, but the quality of one's appreciation for the ride. Today, they continue to expand their catalog with an assortment of products made for any surfer or conscious person.

Need: Tiny Wave Co wanted to create a bag that told their story as an eco-minded brand while keeping sustainable practices at the forefront for their customers. As a company fueled by the love of the ocean, Tiny Wave Co looked to support other companies that have the same practices in mind while providing their customers with the highest quality eco-friendly options.

Solution: Eco Promotional Products worked with Tiny Wave Co to select a reusable tote bag for their line of hemp "tiny totes." Tiny Wave Co chose a tote bag made from 100% sustainable materials that ensured durable, yet soft and flexible, quality. The chosen bag supported the perfect color for their logo and text, which has now been adopted as the brand's official color moving forward.

