

Dear sir/madam,

Please see below a statement from Kabloom Ltd founder and CEO in reference to the shape of our Seedbom product.

'A Grenade shape has extremely negative and aggressive connotations. My intention is to re-appropriate the idea, to turn the function on its head and create a positive impact rather than a negative one. By taking the concept and giving it a new, more positive function, we are robbing it of its power. Instead of waging war on other nations/cultures we are waging war on wasteland, on dull, lifeless spaces and giving them life and colour in the form of wildflowers. In this regard, the 'bomb' shape is intrinsically linked to this message.

Can a shape be offensive? It is an interesting debate. It is all about context. A grenade in the context of warfare has a negatively associated context. Completely decommission that grenade and use it as a flower vase and the context has completely changed.

We are claiming new ownership of the shape and by doing so we aren't forgetting about the past as we look towards a brighter future. Our product is the antithesis of a conventional, destructive bomb. In place of destruction and death, our product brings regeneration and creates life.

The fact the grenade shell is made from a starch and natural fibre based compostable material is also an important factor in the re-appropriation. Our grenades will completely disappear over time as they give over to nature in the form of wildflowers as they biodegrade into the environment, thus losing its power as a negative form. We are aware the grenade shape may not be to everyone's taste and may have the opposite effect we intend. I understand the concept may be divisive, we can't expect everyone to like it, but I stand by my design.'

Darren Wilson



Founder / CEO
Kabloom Ltd