

# The New Scene is Green

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The word ‘sustainability’ is thrown around with such abandon these days that it’s hard to actually pin it down. According to the United States Environmental Protection Agency, sustainability describes the principle whereby everything we need for our survival and well-being depends, either directly or indirectly, on our natural environment.

The time is ripe in Chiang Mai — given its noticeable waste problem and worsening pollution crisis — for a burgeoning sustainability movement. Although perhaps not fully fledged, we are seeing a great rise in not just awareness, but also green businesses across Chiang Mai. In a country where systems for everyday sustainability are often lacking — it is clear that the concept is not only achievable, but also turning out to be a highly rewarding business concept. Here are a few examples of these green brands and the innovative individuals behind them.



## SuperBee

Nestled in the mountains of Chiang Mai is a serene workshop, where Antoinette Jackson and her team of ‘bees’ operate a business and social enterprise manufacturing wax wraps — a reusable and very pretty alternative to conventional plastic kitchen wrap for preserving food items. Jackson, a native of Australia, first thought up the idea for a wax wrap business

while having a conversation with her father about the issue of plastic waste. Inspired to reduce plastic usage, Jackson began manufacturing her own beeswax wraps in her kitchen at home in 2016.

Although the concept is not unique (there are many companies doing the same in the West already), the SuperBee mission also makes a considerable effort to support the local community, employing a staff of 12 local villagers and paying them generously, at twenty percent over the fair wage guide.

Employees at SuperBee carry out the multi-step process of creating the wax wraps, beginning with the cutting of fabric and ending with a careful quality-check of each individual wrap before it is sent out into the market. The wraps are made from a combination of cotton cloth, tree resin, coconut oil and, of course, beeswax. The beeswax used is sustainably harvested, OTOP certified, and purchased from a local distributor. In addition, nearly all of the equipment in the small factory is handmade by local artisans, in keeping with the company's 'local-first' attitude.

SuperBee has a range of sizes and products available such as 'Beeginner' sets, with several wraps of differing sizes and larger sets of one size wraps. The company is also beginning to sell a DIY Wax Wrap kit online in the company's Etsy shop, for those who want to try their hand at making their own beeswax wraps at home.

In Chiang Mai, SuperBee distributes to a number of cafes and wholefood shops including Aden's Shop (JJ Market), Free Bird Cafe, Blue Diamond Cafe, My Secret Cafe, Urban Green Organic, Good Heath and Healthy B among many others.

Jackson explains that she founded the company in her quest for work that was more meaningful. SuperBee plans to open a storefront of their own in Kad Farang, where SuperBee products, as well as other handcrafted and locally-manufactured goods, can be purchased.

[superbee.me](http://superbee.me)

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