

FOR IMMEDIATE RELEASE

Bim Bam Boo Outpaces Legacy Brands in Facial Tissue Category, Secures Anchor Investment from Raven Indigenous Capital Partners to Fuel National Expansion

Native woman-owned sustainable paper company ranks #4 in category growth, launches first-to-market glycerin lotion tissue at Target, and expands to new retailers in Q1 2026

Minneapolis, Minnesota — January 9, 2026 — Bim Bam Boo, a Native woman-owned sustainable paper company, is outperforming legacy competitors in the facial tissue category despite being a fraction of their size. According to SPINS data, Bim Bam Boo ranks #4 in contribution to category growth in the MULO channel—outpacing brands with significantly larger market share.

The company today announced an anchor investment from Raven Indigenous Capital Partners, North America's first Indigenous-led venture capital firm, to fuel its next phase of growth. The seven-figure commitment launches a seed round as Bim Bam Boo expands its retail footprint and direct-to-consumer business.

First-to-Market Innovation

This quarter, Bim Bam Boo will complete its launch of new glycerin-infused lotion tissue at Target stores nationwide—a first-to-market innovation that replaces the mineral oil base found in conventional lotion tissues with a gentler, skin-enhancing formula. The launch expands the company's presence in Target, where it already sells bamboo toilet paper, paper towels, and flushable wet wipes.

"We're not asking consumers to choose between quality and sustainability—we're proving they don't have to," said Zoë Levin, Founder and CEO of Bim Bam Boo and a citizen of the Houma Nation. "Our lotion tissue outperforms what's been on shelves for decades, and it does it without the environmental cost."

Accelerating Retail Expansion

Bim Bam Boo has grown from 2 SKUs in 50 stores to 6 SKUs in over 2,000 retail locations nationwide, including Whole Foods Market and Target. In Q1 2026, the brand will launch in Raley's, Misfits Market, and Town & Country, with additional retail partnerships slated for later this year.

The company's direct-to-consumer channel is also experiencing record month-over-month growth, driven by a loyal subscriber base.

Investment Anchors Seed Round

Raven Indigenous Capital Partners' investment anchors Bim Bam Boo's seed round, which will accelerate retail expansion, scale the direct-to-consumer business, and advance domesticated product development across its line of tree-free home essentials.

"Zoë has built something rare: a brand that's winning on the shelf and online while staying true to the values of caring for the land," said Sean McCormick, General Partner at Raven Indigenous Capital Partners. "That's exactly the kind of leadership we back."

Althea Wishloff, General Partner at Raven Indigenous Capital Partners, added, "Bim Bam Boo is driving disruption through paper technology and functionality. Landing in Whole Foods and Target stores nationwide is proof that consumers are ready for this shift. Bim Bam Boo isn't asking people to compromise—it's giving them a better product and a better choice."

Levin added, "Building Bim Bam Boo has always been about the triple bottom line: people, planet, and purpose. Partnering with Raven means growing with investors who see business the same way—as medicine, not extraction. That alignment is everything."

About Bim Bam Boo

Bim Bam Boo is a Native-led, WBENC-certified paper products company replacing tree-fiber with regenerative bamboo to make sustainable toilet paper, paper towels, tissues, and wipes that protect forests, reduce water usage, and are free from harmful chemicals. Based in Minneapolis, the omnichannel brand is available in over 2,000 retail locations nationwide—including Whole Foods Market and Target—plus online at BimBamBooPaper.com and Amazon.

About Raven Indigenous Capital Partners

Raven Indigenous Capital Partners is North America's first Indigenous-led and owned impact-focused venture capital firm. Raven partners with innovative, purpose-driven Indigenous enterprises to catalyze systemic change, generate sustainable economic growth, and advance Indigenous self-determination. With offices in Canada and the U.S., Raven invests patient capital into companies characterized by strong leadership, community values, and scalable business models.

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