

# **A Five-Year Stretch of 300-Plus Percent Revenue Growth End With Dingbats\* Mo Bekdache Named To Forbes 2022 30 Under 30**

Chosen from over 400 applicants as among the region's best young entrepreneurs



**Beirut, Lebanon Jan 18, 2023 ([IssueWire.com](https://www.issuewire.com))** - Signing a deal with a sales agent to market the company's products to retailers in all 50 US states. Planting more than thousands of trees during the 2022 holiday season to add to the company's impressive track record of reforestation through commerce. Donating a portion of proceeds to WWF-UK to help protect the world's wildlife and the habitats they live in. Growing revenues by more than 300% between 2017 and 2021, while completely bootstrapped.

2022 was a phenomenal year for [Dingbats\\*](#), but the metric that capped it off for co-founder Mohamad "Mo" Bekdache was his selection from among 400 applicants to [Forbes' 30 Under 30 Middle East](#).

Having interned for his father, Jamal Bekdache, since the age of 14, Mo Bekdache has long been steeped in the business - in fact, he is the fifth generation to head up the family business. So, for Mo, being named to the 30 under 30 represented validation of his success in holding up his side of the Bekdache name.

"This is a huge milestone for Dingbats\* and a humbling award that only provides me with greater motivation towards our vision," he said, "At Dingbats\*, we're thrilled to be providing high-quality, sustainable products for people who share our love and passion for the natural world."

Bekdache attributes Dingbats\*' 304% five-year growth trend to the fact that the brand consistently produces notebooks with the highest paper quality available on the market today. Dingbats\* notebooks feature two proprietary paper blends - one in the [Pro](#) notebook and one in the [Earth](#) and [Wildlife](#) ranges in a slightly lower weight - that is unique to the company and won't permit bleed-through of fountain pens, deeply saturating markers and even watercolors that some Dingbats\* users enjoy.

"In our fast-moving lives where the importance of creative tradition is so easily forgotten, we trust in the simple pleasure of putting pen to paper," Bekdache said. "That is why we devoted most of our time to perfecting our paper's performance, while all the while ensuring the highest standards of sustainability."

Bekdache was honored by Forbes at a celebration and networking event for the 30 Under 30 Middle East in Egypt at the end of last year.

The next generation of paper goods craftsmanship and quality, Dingbats\* products reflect five generations' worth of expertise in producing luxurious paper goods dating back to the 1800s. The company also has an unparalleled commitment to the natural world: With each sale, Dingbats\* plants a tree in Madagascar in partnership with Eden Reforestation Projects, and Dingbats\* donates 2% of UK revenues to the World Wildlife Foundation. The company is registered in England, Wales, and New York City.

**Dingbats\*** 



## Media Contact

Dingbats^ Notebooks

[julie@dingbats-notebooks.com](mailto:julie@dingbats-notebooks.com)

864-237-4302

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