Bamboozle's bad press is due to the fact that some of their suppliers have been cutting down wild bamboos to sell to Bamboozle, which destroys habitat. Which causes an ethical issue of the suppliers destroying the natural habitat of some animals like Panda, and causing disruption in the ecosystem of the area thereby affecting biodiversity in the area (Ref-s003993). This is a violation of environmental ethics on the sustainability of the ecosystem of that area (Ref-s003993). From the case, Bamboozle was not aware of these acts from their suppliers. So are not directly liable for the acts of their suppliers. Also, Bamboozle has promised to make sure that all their suppliers sign a document indicating that they will only sell farmed bamboo to the company going forward.