



Green Enough?

Introducing EF/Bags

Emotionally, we all buy in. Reduce—Reuse—Recycle! It makes sense. We'd all like to contribute.

But it's difficult. Cost pressures, operational issues, and, yes, occasional customer push-back can make running a really successful earth-friendly campaign a challenge.

Packaging Products

One of the most challenging areas can be the packaging products we're using. Many retailers are moving towards using bags with a higher recycle content. Some are choosing paper over plastic, believing that paper is a more earth friendly product. Regardless of the choice, it all relies on building an active partnership with the consumer. A reusable bag is only good if the consumer is willing to reuse it. A recycle program only works if the consumer will dispose of the bag in a recycling facility. The plain fact is that less than 1% of the bags available for recycling ever reach a recycling facility. The bottom line is this: The real success of our earth friendly programs rests not with suppliers, but with the end-user, the consumer.

The Problem Grows

It really is no small issue. Many European countries are considering special taxes on packaging products. Ireland already is implementing a special levy on plastic bags. And right here in the US, there are states considering a tax on certain types of plastic packaging. While these costs may be passed directly on to the consumer, we all recognize these types of programs are not solutions. It simply means we haven't succeeded in managing the problem.

An Effective Program

An effective program needs to address the one remaining problem: What to do if the consumer doesn't participate? The answer is simply this—use a bag that will degrade acceptably if not actively recycled. Degrade? Absolutely! Now we have the technology available to actually deliver a degradable bag.

Made from a new formulation of ordinary plastic resins and additives, EF/Bags will begin to degrade immediately in managed landfills. Even as litter, the fragmentation process begins in 60 days!

Yet EF/Bags look and feel just like any other polyethylene plastic bag. They have all the properties and strength of regular plastic, can be reused and recycled and will completely degrade over time. When stored at normal temperatures, shelf life is comparable to other plastic bags.

EF/Bags are available in two different materials: a degradable resin (EF/D Bags) and a special resin designed especially for composting (EF/C Bags). The composting resin features an accelerated degradation that will meet the requirements of most commercial composting facilities. Both EF/C and EF/D Bags can be delivered in a variety of bag styles, including soft-loop handled shoppers, standard merchandise bags and wave-top grocery bags. EF/Bags can be custom printed using environmentally friendly water-based inks.

Complete the Cycle

A truly degradable bag completes the cycle. Now for the first time we can offer a bag that is reusable, reducing the need for excess packaging. The same bag can be easily recycled, reducing the requirement for additional resources. But most important, if simply discarded, the bag will degrade harmlessly. **Reduce—Reuse—Recycle—Degrade!** A much greener approach.

Green Enough?

We can probably never be green enough. But everything we can do to provide a greener solution is a step in the right direction. EF/Bags represent a significant step in better managing our resources and controlling waste materials.

Need more information? Visit the EF/Bags web site at www.efbags.com or contact:

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