



Reusable and Recyclable Plastic Shopping Bag with Attached Tag / Insert



ENTRANT

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CATEGORIES ENTERED

Improved Consumer Information & Involvement

COCA-COLA  AMATIL

Plastic Packaging

 **Aperio**group
innovative packaging



SPECIAL FEATURES

Having seen too many lightweight plastic bags needlessly blowing about the environment, a vision and brief was formed.



To produce a locally made, reusable and recyclable shopping bag that is eye-catching, so shoppers actually *want* to buy it, that clearly communicates messages about reducing, reusing and recycling, and that will significantly reduce the overall use of supermarket bags in New Zealand.



Eco effective principles were used during the design and development of the product and material selection to ensure the full life-cycle was considered.



Low density polyethylene (LDPE) resin was chosen for the bags. It is durable, can be manufactured into bags in New Zealand and is recyclable - all key elements.



In choosing a manufacturer we looked for a company committed to minimising their effect on the environment.



Tag construction. Much assessment was made and after consultation with BJ Ball Papers, Formakote was chosen.



The bag is a durable, reusable, recyclable, plastic shopping bag made in NZ from low density polyethylene (LDPE 4) resin - a mix of imported virgin resin and 10% locally recycled resin. A large tag is inserted into the bottom of the bag to form a square and stable base facilitating easy packing for checkout operators. Made from 100% virgin pulp fibre sourced from sustainable, managed plantation forests. Printed with vegetable inks and is recyclable.