

**June 2008**

## **Carrier bags with the eco-symbol "Blauer Engel" - Proposal of the German Federal Environmental Agency**

The German **Federal Environmental Agency (FEA)** has now entered into the worldwide debate on the carrier bag ban. In a statement published on their website, the agency clearly disagrees with the ban and recommends that the retail sector and its customers use bags which are made of recycled plastic and carry the German eco-symbol "**Blauer Engel**" (Blue Angel). The "Blauer Engel" symbol is a recognisable trademark for products and services which are eco-friendly and kind to the environment. The standards stipulate that carrier bags must consist of at least 80% recycled material. According to the FEA this conserves non renewable raw materials such as oil and also helps to minimize harmful CO<sub>2</sub> emissions.



With the support of the German Federal Ministry of Environment these statements have currently been endorsed by the Jubilee Campaign - **30 years of "Blauer Engel"**. The first and probably most famous symbol representing sustainable and innovative products was introduced in 1978. During the anniversary an information bus will be touring Germany from May until September to raise awareness of the "Blauer Engel" trademark and promote products bearing this symbol.



**Papier-Mettler** is backing the campaign by launching a promotional bag for the eco-symbol's 30th Anniversary which will be distributed to consumers along with informative literature. The **ecoLoop carrier bag** is made of **recycled plastic** and therefore meets the standards of the "Blauer Engel" eco-symbol. The brand **ecoLoop** is a unique recycling concept where plastic waste material is collected from the customer, processed at the state-of-the-art recycling facility of Papier-Mettler and converted into high grade raw material. The raw material is then extruded into recycled film ready for printing and converting into new high quality carrier bags again, thus forming a closed loop.

According to the FEA, an environmentally sound purchase begins with the choice of carrier bag. Give your customers the choice – it's easy!

### **ecoLoop and "Blauer Engel"**

**- Two powerful brands for a better environment**



Margit Conrad (Environment Minister RLP) and Edda Müller (Co-founder of the Blauer Engel) at the launch of the federal campaign in Mainz on 09.05.2008