

June 2008

## It`s your choice...

**Plastic carrier bags** have been the main subject of many environmental debates worldwide. Looking at the global market, different concepts have been created to alleviate the situation – i.e. plastic bag ban, charging tax on bags, using environmentally friendly materials or charging customers for their carrier bags. As there has been no unified decision to date, most of the retailers questioned are not sure what is the most economical and eco-friendly solution for the market.



This has now changed. Many experts, such as the **Federal Environmental Agency (FEA)** as well as the **independent sustainability expert** and author **Julia Hailes** have issued a statement highlighting the following:

- customers **should be charged** for carrier bags in order to encourage them to use fewer bags/reduce the amount of bags.
- **PCR** (Post Consumer Recycling) **plastic bags** are the environmentally soundest option

Julia Hailes has been working as an environmentalist for over 20 years. She points out that carrier bags made from recycled plastic are the best solution. They are **lightweight** and **durable** and customers can **re-use** them time and time again.<sup>1</sup>

Papier-Mettler is offering a “closed loop” concept called **ecoLoop** - involving the collection of plastic waste which is then re-used as a raw material and processed into new carrier bags. With our own state-of-the-art recycling and manufacturing facilities in Germany we are able to supply carrier bags made **from 100% recycled plastic**.



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Many of our customers have successfully switched from their current virgin plastic bags to carrier bags made from ecoLoop material. A key example is M&S who have switched their carrier bags to ecoLoop in order to meet the requirements of their eco and ethical Plan A. As recognition of their outstanding environmental, sustainability and community initiatives, M&S won the **Procurement Leaders Award for the CSR** (Corporate Social Responsibility) category, which was awarded on 21st May in London. Papier-Mettler is very proud to have played a major role in this success, by launching the new ecoLoop concept and working in partnership with one of the UK’s leading high street retailers to produce carrier bags which don`t cost the earth.

**We offer the solution – it`s up to you!**

<sup>1</sup> See complete statement on:

[http://plana.marksandspencer.com/index.php?action=PublicPillarStoryDetailDisplay&pillar\\_id=2&story\\_id=37](http://plana.marksandspencer.com/index.php?action=PublicPillarStoryDetailDisplay&pillar_id=2&story_id=37)