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Stop & Shop/Giant Go With Reusable Bags
Progressive Grocer

NOVEMBER 20, 2006 -- QUINCY, Mass. and LANDOVER, Md. -- The Stop & Shop Supermarket Co. and Giant Food joined with Commerce, Calif.-based Earthwise Bag Co., Inc. to launch a reusable shopping bag program Friday at their 565 combined stores throughout New England and the Mid Atlantic states.

The program is part of a corporatewide initiative by the two chains to encourage environmental conservation among their consumers. The Earthwise bags retail for 99 cents each.

"Stop & Shop and Giant are committed to continuously understanding and promoting the environmental implications of conserving and recycling our resources," said Stop & Shop marketing manager Elizabeth Psaros in a statement. "When we heard the staggering statistics about plastic and paper waste, we saw the opportunity to make a difference in our stores, which touch over hundreds of communities throughout the Northeast. What's great about the Earthwise bags is that they're not only environmentally friendly, they're consumer friendly as well. For less than a dollar, our shoppers will get an attractive, durable, and lightweight bag that can actually hold more groceries, and can be washed and reused for a multitude of purposes."

Earthwise first rolled out its bags late last year in grocery stores, wineries, drug stores, and other merchants across the United States.

Earthwise said it offers retailers free consultations on promotional programs and branding to build customer adoption and loyalty, provides quick turnaround on custom orders of any size, and includes merchandising display racks and signs at no charge. The company's bags are available at over 2,000 retailers nationwide.

Stop & Shop and Giant employ over 86,000 associates.

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