



Pathmark Rolls Out Earthwise Reusable Bag Program Progressive Grocer

JANUARY 23, 2007 -- CARTERET, N.J. -- Pathmark here has launched a "green" shopping bag program with reusable bags from Commerce, Calif.-based Earthwise Bag Co., Inc. Available at all Pathmark locations, the bags provide an environmentally and economically friendly alternative to the plastic and paper bags usually found in grocery stores.

Pathmark's bag program is part of a companywide campaign to promote environmental awareness.

"There is an opportunity in the retail community at large to reduce the amount of plastic and paper waste," said Pathmark director of public affairs Rich Savner in a statement. "Pathmark believes that many customers are environmentally conscious and will be receptive to using the Earthwise bags. And the benefits to consumers are real -- not only are the bags environmentally friendly, inexpensive, and aesthetically pleasing, but they can be reused for a variety of purposes."

"Earthwise bags are a win-win because they serve a dual purpose," added Steven Batzofin, co-founder and v.p. of Earthwise. "They not only address the rising costs of paper and petroleum-based plastic shopping bags by cutting spending for stores, but they promote environmental awareness and educate consumers, all at the same time."

Currently available nationally at over 2,000 retailers, Earthwise reusable bags are priced from 99 cents retail. The company provides retailers with free consultations on promotional programs and branding to build customer adoption and loyalty, provides quick turnaround on custom orders of any size, and offers free merchandising display racks and signs. For sales inquiries call (323) 887-8115 or visit www.earthwisebags.com.

Pathmark operates 141 supermarkets in the New York-New Jersey and Philadelphia metropolitan areas, employing over 25,000 associates.

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