

Pathmark launches reusable bag program

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Earthwise Bag Co. today announced that Pathmark supermarkets has launched its "green" shopping bag program with Earthwise's reusable bags. Available at all Pathmark stores, the bags offer an environmentally and economically friendly alternative to plastic and paper shopping bags typically found in grocery stores.

The reusable bag program at Pathmark is one example of a company-wide initiative to promote environmental awareness. Pathmark is regarded as an industry leader in energy conservation and recycling. The new program aims to improve the consumers' perception of the environment by promoting the use of a reusable, recyclable and economical bag.

"There is an opportunity in the retail community at large to reduce the amount of plastic and paper waste," said Rich Savner, director of public Affairs at Pathmark. "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," explained Steven Batzofin, co-founder and vp 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."

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