

Ben Miyares' Packaging Management Update® Monday, January 29, 2007

A weekly summary of packaging business & technology developments



Supermarket chain hopes to cut waste with reusable bags

In effort to reduce environmental impact and waste related to disposable grocery bags, Pathmark Stores, Carteret, NJ, begins offering reusable, nonwoven polypropylene bags from Earthwise Bag Co., Inc., Commerce, CA.

Available since beginning of January 2007, navy blue, handled Earthwise bags imprinted with Pathmark name sell for \$0.99/each. Sturdy enough to be used for dozens of trips and more rigid than traditional plastic grocery bag, reusable bag is lightweight yet durable, water-repellent yet washable, and especially well suited to chain's urban outlets in New York, New Jersey, Philadelphia, PA, where many customers walk to store and carry groceries home by hand or in wheeled cart. "Response initially was slow, but is starting to progress nicely," reports Rich Savner, director of Public Affairs at Pathmark, who attributes rising interest to word of mouth plus opportunities for customers to see bags on display and in use by other shoppers. Pathmark's 141 stores still provide traditional plastic bags, supply paper bags upon request. A leader in energy conservation, recycling, Pathmark's reusable bag program is part of company-wide initiative to promote environmental awareness. "Earthwise bags are a win-win because they serve a dual purpose," notes Steven Batzofin, co-founder/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." Earthwise helps merchants with promotional programs, supplies free merchandising display racks, signs.

Follow-up: Steven Batzofin, +1 323-887-8115, info@earthwisebags.com; Link: www.earthwisebags.com. Top of Page

<http://www.packexpo.com/html/news/packagingManagementUpdate.html>