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media release

we've got the **totel** package!

Armed with the fact that New Zealanders used 706 million plastic supermarket bags last year (that's 22 million bags every week!), many of which don't even get reused, Wellington woman Ali Middleton has developed a product, along with a strong brand story to help tackle this waste issue.

The stunning New Zealand made **totel** bags will immediately appeal to shoppers, encouraging them to purchase, use and reuse them - supporting retailers and supermarkets to meet their targets under *The Packaging Accord 2004*¹ of reducing free plastic bag use by 20% by 2008. The bags are 100% recyclable and made from a durable plastic that incorporates 10% locally recycled resin.

'Shoppers are now being actively encouraged to purchase reusable bags. We see the key to achieving this shift in behaviour is to provide a bag that is visually appealing - that people actually *want* to buy, and that is also credible in all that it claims to be. The graphics are fresh and vibrant and 'the **totel** story' on the gussets of the bags clearly communicates our vision and signals our intention to make a positive contribution to the New Zealand environment.' says Middleton.

The **grandtotel** is light, can be folded for easy storage and reuse and will hold up to 10kgs of produce, or the contents of 2-3 lightweight checkout bags. A smaller version - the **subtotel** is planned for release in the near future.

Each **totel** bag comes packaged with a large tag that gets inserted into the bottom of the bag. This forms a square and stable base, facilitating easy packing for checkout staff and groceries that won't roll around in the boot of the car. The tag is made from an element chlorine-free (ECF) stock constructed from 100% virgin pulp fibre sourced from sustainable, managed plantation forests in New Zealand. It is printed with vegetable-based inks and is also recyclable.

As part of totel ltd's commitment to their sustainable life cycle, they are offering to collect any bags that have past their reusable life (they're **totelled!**), and return them to the manufacturer for recycling into rubbish bags and maybe one day, more **totel** bags.

'While any manufacturing will have an impact on the environment, totel ltd are supporting New Zealand manufacturing and packaging processes that are actively working to reduce this impact.' says Middleton.

Middleton hopes that New Zealanders will embrace this opportunity to actively reduce, reuse and recycle, while enjoying the practicality and looks of **totel** bags. The **grandtotel** will retail for approximately \$5.00 and will be available from specialty produce retailers and selected supermarkets from July.

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¹The Packaging Accord 2004, Ministry for the Environment, Wellington, New Zealand <http://www.packagingaccord.org.nz/>

printed on reflex 35% recycled



the **totel** picture: **totel** ltd, founded in march 2007, provides a **totel** commitment to sustainable carrying - again and again. **totel** have bags going for them - bags that are **totelly** designed and manufactured in new zealand, **totelly** reusable, **totelly** recyclable, and made with **totel** respect for the environment - a **totel** bag is the **totel** package.