

# MOVEMENT TO REUSABLE TOTES GAINING MOMENTUM



**E**verywhere you look, everywhere you go, everybody's doing it! The revolution to reduce the waste of disposable plastic bags is most assuredly upon us. Totes are being pulled out of purses, briefcases, pockets, cars, backpacks, shopping carts, and diaper bags. Reusable totes are definitely here to stay, and that is an absolute positive. More importantly, creating a deeper sentiment, this current revolution is based on active participation.

Consumerism has always been based on selection and choice. Reusable tote bags are now available in a wide array of styles. Selection varies based on such features as size, handle length, weight of material, decoration, and colour. Functionality and portability, such as Debco's NW4060 that folds to become a very compact package, are now significant considerations. Whether the base material is woven or non woven, the science of tote bag manufacturing is a process encountering constant development and improvement. With each passing month, reusable tote bags are getting lighter, fancier, stronger, and more practical. Beyond that, in part due to the introduction of non woven material, totes are now even more affordable. Popular examples that also shoulder a heavy load are Debco's TO4708 and TO4258.

Corporately speaking, companies are choosing reusable totes in order to extend the purchasing power of their budgets. Purchasers and promoters crave the increased value that reusable totes afford. As an added bonus, when they choose to reuse, companies are widely perceived as more socially accountable. Recent applications are numerous and varied. Some automobile manufacturers have shifted budgets away from expensive billboard advertising to provide event attendees with reusable totes. Essentially, they chose to provide tens of thousands of consumers with a portable billboard gift. By giving a tote bag, some banks have invested in hundreds of thousands of grassroots customers instead of purchasing event advertising that only attracted the attention of smaller, elite audiences.

Participating in the campaign to say "NO" to the purchase of plastic bags and "YES" to the choice of reusable totes has never been easier. Have your purchasing do the talking and let your actions speak louder than words. Promote a better future and invest in lightweight, economically priced, and strong reusable totes.