



WHY USE A COTTON TOTE BAG?

We all know that plastic bags are bad. They can be seen flapping in tree branches, floating in rivers and highlighted amidst landfill mounds. However, plastic bags are not only unsightly but unethical. One single plastic bag can take hundreds of years to naturally degrade and manufacture as well as transport is very costly for a disposable, one-time use. According to GOV UK, in 2014 over 7.6 billion single-use plastic bags were distributed to customers by large UK supermarkets. This accounts to around 140 bags per customer and an equivalent to 61,000 tonnes of disposable waste.

Particularly within the last decade, Fashionistas, Recessionistas and Green Gurus everywhere recognise the Eco-bag trend – a positive initiative to combat the amount of plastic used on a daily basis. This is a trend which is growing increasingly popular since the proliferation of the 5p bag tax in 2015, when the Guardian reported that plastic bag usage dropped by 85%.

Here are four reasons why [Cotton Tote Bags](#) are better than plastic bags and why they can benefit both businesses and consumers.

1. Communicating Corporate Social Responsibility

Since 2007, many companies have committed themselves to fulfil Corporate Social Responsibility and [Eco-bags](#) with Fairtrade certification serve as an effective way to communicate this message. The bags can be used as a promotional tool for events, customer giveaways or a practical canvas for artists and designers to showcase their artwork. Now that customers are able to access information on brand initiatives at the touch of a smartphone, eco-bags are a stylish way to communicate that a brand is willing to do more to save the environment.

BIDBI can also offer ethical accessories such as purses, [aprons](#) and [tea-towels](#) to communicate your brands message, or smaller [drawstring](#) or shopper bags to act as fashionable yet ethical packaging.

2. Price of investment

Not only do eco-bags send a message; the returns of investment are huge as a cotton [tote bag](#) can be used again and again. As a result, this saves the cost of plastic-bag production and depletes the 400 years to decompose each and every one. If hygiene is a concern, a cotton tote bag can be hand washed ready for its next use. A basic style [promotional cotton bag](#) with a screen-print is cost effective and can still create a vibrant look.

3. More durable

Compared to plastic bags which are prone to break easily, a [canvas](#) tote is secure enough to house [shopping](#) which plastic would not withstand. In addition; [over-the-shoulder](#) straps means shopping can be transported more conveniently. A [larger shopper bag](#) is constructed in a heavy weight with a gusset and woven handles, which is strong enough for the weekly grocery run.

4. An ethical fashion statement

Eco-bags are increasingly being seen as an on-trend fashion accessory. Plastic bags in garish colours are not the most flattering however tote bags can effectively make a statement and compliment everyday style. At BIDBI, our [printing services](#) can establish a range of fabrics and finishes to ensure the outcome is as unique as the brand. Our advanced printing techniques such as metallic foil, fluorescent ink, puff ink and discharge ink create a look which will create exposure for your brand.

References:

Smithers. R. (2015, October 5). England's shoppers say goodbye to free plastic bags. Retrieved from <https://www.theguardian.com/environment/2015/oct/05/englands-shoppers-say-goodbye-to-free-plastic-bags>