



## **Press release**

8<sup>th</sup> April 2009

### **CARRIER BAGS – THERE IS A GREEN ALTERNATIVE**

**A new survey has revealed that Britons use 160 new carrier bags each every year, and last year almost 10 billion carrier bags were given away free to shoppers.**

Now the pioneering Lincolnshire plastics firm CFN Packaging is urging retailers and other businesses to switch to greener degradable carrier bags which will not remain in the environment for hundreds of years.

CFN Packaging in Skegness has developed Biothene™, a revolutionary oxo-degradable polythene which starts to degrade upon exposure to sunlight.

The process is accelerated by heat and once the material has been broken down into small particles these degrade into a non-toxic residue within 12 to 18 months.

The company's environmentally friendly plastic products are proving popular: Biothene™ already accounts for 40 per cent of the carrier bags produced by CFN Packaging and that figure is growing all the time.

A survey of 2,500 shoppers reported in the *Daily Telegraph* (6<sup>th</sup> April 2009) found that on average people use more than 160 new carrier bags each every year – that's at least 400 per year for the average household.

In 2008 alone, 9.9 billion carrier bags were distributed – enough to fill 188 Olympic swimming pools. If laid end to end they would reach to the moon and back seven times.

“Environmental issues are now at the top of everyone’s agenda and our new degradable Biothene™ product will make a significant contribution to helping us to live more sustainably,” said CFN Director Jayson Clark.

“Many people will be happy to do without carrier bags completely, but for those who do need to use a bag Biothene™ is a great degradable alternative.

“A sturdy carrier bag which can be re-used several times before degrading harmlessly is much better for the environment than a cheap plastic bag which stays in the environment for hundreds of years.”

**Ends**

#### **Notes to editors**

- CFN Packaging is an established family firm manufacturing polythene products for the packaging trade.
- Based on the Heath Road Industrial Estate in Skegness, Lincolnshire, the company employs 65 people and specialises in printed plastic carrier bags and in plastic packaging for produce for the food and retail market.
- The company has recently invested £1 million in two polythene extruders and a new recycler and plans to spend £250,000 on remodelling its premises.

**For more information, or to arrange interviews or more photographs, contact:**

**Jez Ashberry**

**Tel: 01522 837294**

**Mob: 07780 735071**

[jez@shootingstar-pr.co.uk](mailto:jez@shootingstar-pr.co.uk)

[www.shootingstar-pr.co.uk](http://www.shootingstar-pr.co.uk)

[CFN10telegraph]