



News release

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BIN YOUR BLACK BAGS!

Keep Britain Tidy and CFN Packaging launch the alternative bin bag

Skegness firm CFN Packaging has teamed up with Keep Britain Tidy to produce a colourful degradable alternative to the black bin bag.

The polythene packaging and carrier bag specialists were chosen by the country's leading anti-litter charity to make the new bin bag designed by six year old Matthew Monaghan from Washington, Tyne & Wear.

Yesterday (Thursday 8th April) Matthew and his father Michael visited the factory in Skegness to see the bags being produced.

Matthew's 'Be a star and bin it' bin bags are being made using Biothene ®, a degradable polythene additive which decays harmlessly in landfill within 12 to 18 months.



Biothene ® is a pioneering new environmentally friendly product which is manufactured by CFN Packaging.

“Green issues are really important to people these days and Biothene® will help us all to live more sustainably,” said CFN Packaging Director Jayson Clark.

“Now bin bags like this one can be buried in landfill safe in the knowledge that within a year or two they will decay completely and harmlessly.”

Over 3,000 people came up with a new design for the humble black bin bag, with thousands more voting for their favourite. The top five public vote finalists went to the judging panel, headed up by Keep Britain Tidy’s celebrity ambassador Kirstie Allsopp, with six year old Matthew’s colourful design coming out on top.

Phil Barton, Keep Britain Tidy chief executive said: “We would like to congratulate Matthew on his winning design. With so many fantastic entries the judging panel had a really difficult job to have to pick just one winner.

“We would also like to thank everyone who sent in a design and voted. By asking people to think about something as ordinary yet essential as the black bin bag Keep Britain Tidy hopes it will encourage more people to join the fight against litter.

“An estimated two million pieces of litter are dropped in the UK every day, costing £780 million a year to clean up. People need to act responsibly and use bins and bin bags to dispose of their rubbish.”

Matthew’s dad Michael Monaghan commented: “Matthew’s had a great time today and he’s really enjoyed himself. He’s very clever on the computer and it didn’t take him long to come up with the design.

“As well as an Easter egg and a certificate he also won a litter picker which he really likes, so I should think he’ll be going crazy picking up litter when we get home.”

The new bin bags will be winging their way across the country later this month in Keep Britain Tidy’s Big Tidy Up kits. To join the fight against litter and help clean up your community with Matthew’s colourful bin bags visit www.thebigtidyup.org