



## PRESS RELEASE

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### Maldon has Bags of Life!

**The 'BAGS-4-LIFE' revolution will hit Maldon, Essex in December 2007.**

In the UK alone we send to land-fill over 30 million bags every single day. The average person takes home 4 bags a week, which for a town like Maldon equates to 236,000 bags in one week. What a waste of precious natural resources such as oil. 'The pollution and waste of plastic bags and other non-recyclable plastic packaging is an important issue we all face and if we are to have any chance of tackling this challenge effectively, we need to try and work together to find sustainable alternative solutions' said Ian Bates, co-founder of PortaBrands Ltd; a Maldon-based company set-up in March 2005 and invent, develop and supply sustainable people-friendly packaging.

Following the good example set by Rebecca Hosking, a BBC wildlife camera person from Modbury in Devon (which boycotted plastic bags May of this year), PortaBrands approached Maldon District Council and Maldon Retail Promotions Group to encourage the people of Maldon to voluntarily say 'no' to plastic bags.

Jute and canvas eco-friendly reusable bags will be available from most Maldon retailers from January 2008 for a cost of £2 each. A trial will take place in December in time for the Victorian Evening to find out what people think of them and make sure the design is popular. The eye-catching graphics were designed by Tom Russell, a young local artist who lives in Maldon.



The 'Maldon has Bags of Life' reusable carrier has been kindly sponsored by EOL IT Services Ltd, The Blue Boar Hotel, PortaBrands Ltd and the principle of sustainable bags is encouraged by Essex Wildlife Trust to help protect the environment.

#### **For more information please contact:**

Ian Bates on +44 1621 828007 or email: [ian.bates@portabrands.com](mailto:ian.bates@portabrands.com)  
[www.portabrands.com](http://www.portabrands.com)

*Question: How long does it take to make a plastic bag?*

*Answer: About 200 million years. Please explain this to your children.*