

# Ecolifestyle™ green initiative



RECYCLING  
FABRIC  
SHOPPING  
BAGS

2024



MADE IN SOUTH AFRICA



## The Shopper Bag

Made with sustainable Materials

Plastic bags are still the most common way of carrying goods, however they pose a great threat to the environment. On average, each bag is used only 20 minutes and it then takes 400 years for it to completely decompose.

Reusable bags can be used over 100 times and has a much longer life cycle than plastic carrier bags. This will help lower your carbon footprint and will reduce damage made to the environment.

Since our creation, Bags Direct has been at the forefront of the manufacturing and distribution of ecological alternatives to plastic bags.

Improve your  
Carbon  
Footprint



Make a  
change

MADE IN SOUTH AFRICA





## Why Choose Reusable?

Promoting a Greener Future

01

At least 8 million tons of plastic enters the ocean every year. That is similar to emptying a garbage truck of plastic into the ocean every minute.

02

Only 10% to 13% of plastic items worldwide are actually recycled. The rest ends up in the environment.

03

60-90% of marine litter are plastic based.

04

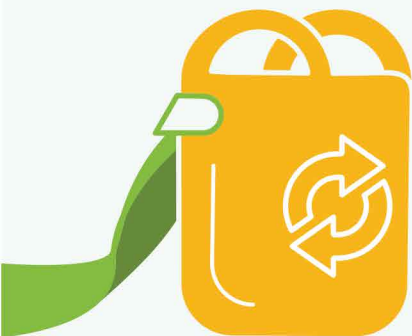
More than 50% of sea turtles have consumed plastic.

05

This bag is made of 100% recycled plastic bottles.

06

They're reliable and durable: Unlike plastic bags that are flimsy,



Reusable bags can be used about  
**100 TIMES AS LONG**  
than regular paper or plastic bags!



**green**  
initiative

**BEYOND**  
THE BAG



## Recycling the Reusable bag

Non woven Polypropylene bags promote a greener earth because they are reusable, easy to clean, recyclable, and sometimes made with recycled products. Non-woven bags are also eco-friendly because their manufacturing process is more energy efficient compared to that of cotton bags and paperbags. Studies suggest that the cost of production and energy demands would reduce further if more companies abandoned the production of plastic bags and started producing non-woven bags. Most non woven polypropylene bags are made of 5-type recyclable plastic making it easy to break down and recycle as a textile.

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# Life cycle of the reusable bag

## Easy decomposition:

Non woven fabric is made from long fibers, bonded together by chemical, mechanical, heat or solvent treatment that can decompose completely within 3 – 6 months in the natural environment. So non woven bags can complete their life cycle in a very short time while plastic bags need hundred to thousands of years to do that. With this non poisonous feature, non woven fabric bags seem to be an environmental friendly alternative that contribute to maintain a long habitat for our generation.

01

The fibrous web needs to be formed with the non woven fabric so that the manufacturing process of the non woven bag can be web bonded – This process refers to the tying or forming of the webs into a structure to eventually form the non woven bag.

02

Non-woven polypropylene is known for its durability and lasting quality, making it an ideal material for customers shopping bags.

03

The remnants of used and disposed non-woven bags run through a melting machine. They then eliminate all the various colours by immersing Polypropylene pellets into the melted liquid.

04

The ready-to-use non woven material is compressed with large rollers and cooled. Lastly the recycled fabric can then be used for the following: Baby bibs, Coffee & tea bags, Coffee filters, Cosmetic applicators & removers, Envelopes, Pet Blankets.



**“A Nation wide initiative”**





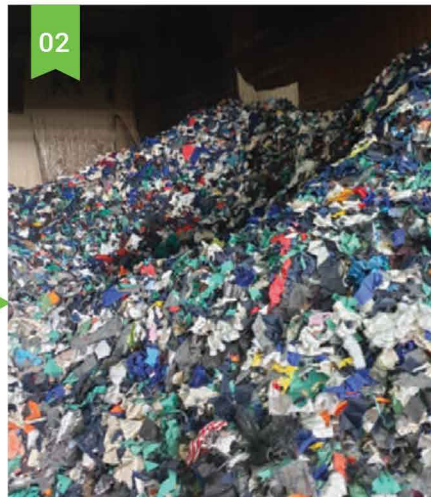
# Our Recycling Process

Textile recycling is the process of recovering fiber, yarn or fabric and reprocessing the textile material into useful products. Textile waste products are gathered from different sources and are then sorted and processed depending on their condition, composition, and resale value.

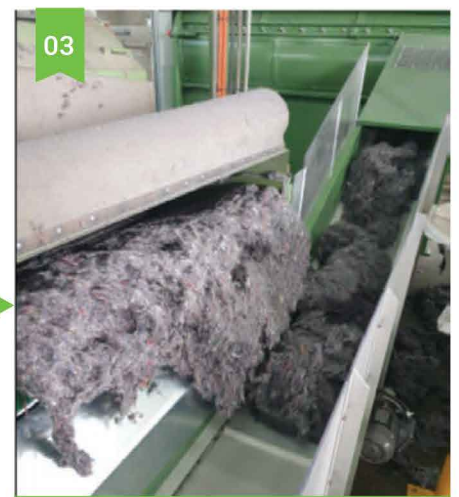
Non woven polypropylene bags are made up of 5-types of recyclable plastic making it easy to break down and recycle as a textile.



01 Bales of garments or bags of waste



02 Textile items cut into small pieces



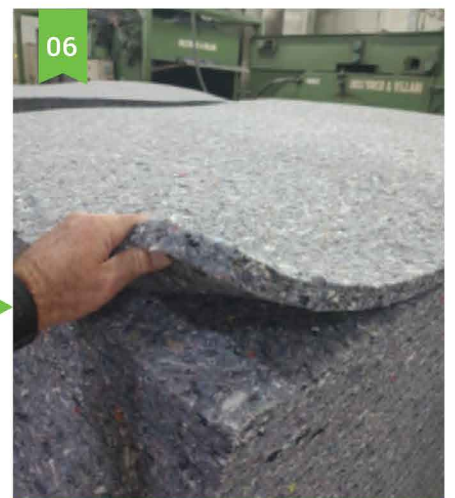
03 Shredding cut pieces into fibrous flock



04 Baling of the fibrous flock



05 Shredding cut pieces into fibrous flock



06 New products from recycled flock



“ RECYCLING FOR MORE THAN A GOOD CAUSE ”

**VISION**

Our goal is to create awareness on the life span of non woven bags and how they could still potentially have a bad impact on the environment when ending up in landfill. By creating awareness on how recycling a non woven bag can be created into products that promote a good cause such as animal blankets.

**MISSION**

To influence the consumer to recycle their non woven bags in order to help donate the non woven bags that were turned into animal blankets, to shelters that are in need of these blankets during winter.

**COLLABORATION DONATION FOUNDATIONS**



**National Council of SPCAs**



# Reusable Bag upcycled Blanket

Bags to Blanket is the initiative in aid of assisting animal shelters to ensure that our furry friends are kept warm during winter time and all year long. We believe this is a good initiative as it will encourage the consumer to recycle their non woven bags creating a greener future and helping to reduce businesses carbon footprint.





# In-Store Recycling Bin

These cardboard recycling bins would make it easier for customers to drop off their non-woven bags at the stores. Placing a bin at each entrance would make customers aware of the initiative of recycling their fabric shopping bags. Creating Convenience and Awareness.



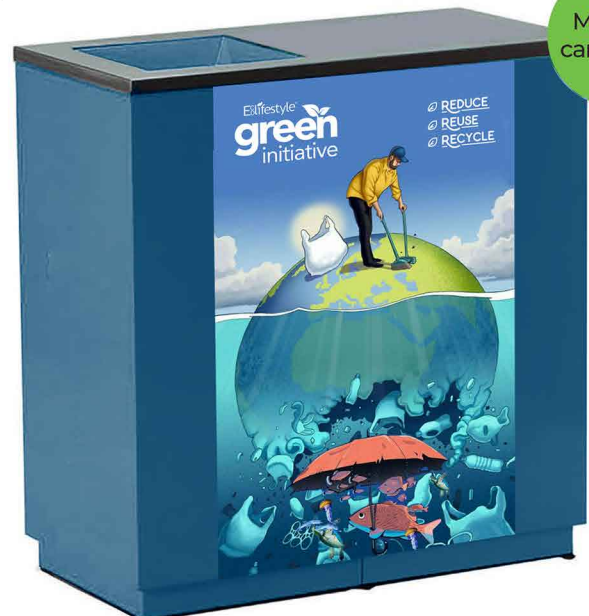
# In Store Recycling Bin Options



Made of cardboard

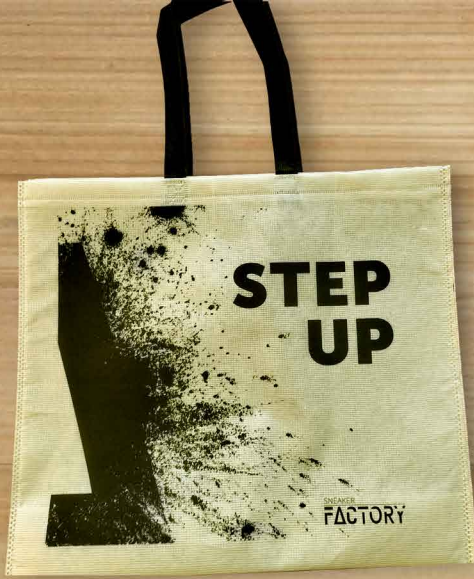


Made of cardboard



Made of cardboard





# DID YOU KNOW?

01

Shoppers are between 75gsm to 85gsm

02

Manufactured In South Africa

03

All fabrics are made in South Africa

04

Our shoppers are made of recycled plastic bottles which are called REPT which is the most suitable for recycling

