

B bagsdirect®

Branding Guidelines

BAG-FOR-LIFE

Say No to Single-Use Plastic

Reusable plastic bags are a smart choice. One reusable bag replaces 100 of plastic bags and are essential to reduce the global warming potential.

Be a part of the solution.



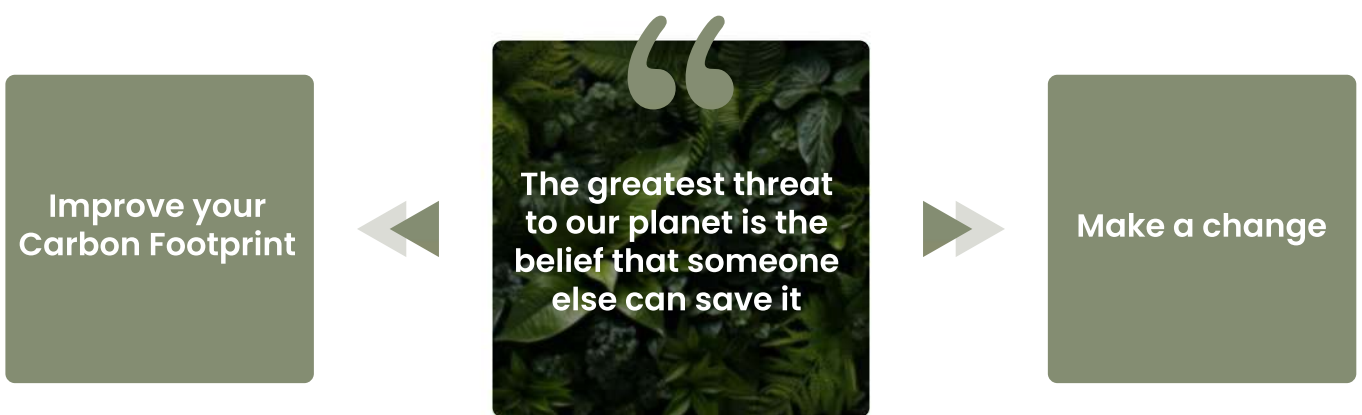
Why Choose Reusable Shopping Bags?





Green Initiative

Bags Direct has been at the forefront of the manufacturing and distribution of ecological alternatives to plastic bags. Our high-quality bags can be used over 100 times and has a much longer life cycle than plastic carrier bags.



Life Cycle of the reusable bag

Non-woven fabric is made from long fibres, bonded together by chemical, mechanical, heat or solvent treatment which are reusable. The life cycle of a non-woven bag lasts longer than the normal one-use plastic bags. This is because the materials are stronger and more durable. Once the reusable shopping bag are no longer useful they can be recycled and reproduced into fresh new bags or blankets.

Studies suggest that the cost of production and energy demands would reduce further if more customers abandoned plastic bags and invested in reusable bags.

Our Story

Bags Direct is a family-owned business that has been a leading distributor for the retail, promotional and corporate markets for over 30 years within Southern Africa, which has expanded into Europe, North America and the Middle East. In 2023, we established an office in Spain, USA and a supporting office in china.

We are known for specializing in custom-branded recyclable shopper bags, corporate gifting and promotional items. We offer wholesale for resellers in our diverse 25 categories of over 5,000 products.

Why Choose Us?

We pride ourselves in 30 years of market research, experience and product development. Bags Direct offers our customers a sustainable solution which is particularly focused on production of high-quality reusable shopping bags.

We have recently established offices in Spain, South Africa and USA. Bags Direct aims to provide every customer with the opportunity to invest in personalised reusable bags for companies and brands at a Global level.

While bringing innovation to the market we invest in the selection of recycled materials which have strong sustainable components. In addition to providing excellent customer services as offer every client with a implementation strategy with a global approach which meet every brands commercial objective.



Leading Supplier Of Reusable Shopping Bags



30 Years Experience

Our experience allows us to build trusting connections with clients and encourages us to meet thier demands.



Global Production

We have offices in Spain, South Africa and USA. We are constantly expanding and aim to achieve international coverage.



Green Initiative

We are well known for specialising in high-quality custom-branded reusable shopping bags.



Green Solutions

Our aim is to offer accountability and prevent greenwashing by encouraging brands to invest in reusable bags instead of using plastic bags.



1% For The Planet

What does 1% for the planet mean? One percent for the planet is an international organization whose members contribute one percent of thier annual revenue to environmental causes. The aim is to offer accountability and prevent greenwashing.

We have partnered with them to mitigate our carbon emissions created when producing and delivering the reusable shopper bags.



Reusable Shopper Stand

In-store reusable shopper stand

We offer stores a stand for to display and store thier reusable shopping bags. We have placed our stands in multiple stores internationally. Clients love the look and feel the stands bring into every store creating awareness and convenience.

If clients meet the minumum order quantities we will offer a free stand for thier store to display thier personalised shopping bags.

Till-Point Stands

In-store reusable shopper hooks

We can now add a line with hooks for you to hang at various till-points. This will make it easier and more convenient for customers to purchase it on thier way. The amazing designs will capture the customers attention aswell as eco-friendly shopper bags.



Our Recycling Process

rPet is a sustainable fabric made from 100% recycled plastic bottles and it is as strong as nylon and silky to the touch. It is 100% recyclable after use making it ideal for any retailer looking for a sustainable way to promote its brand. The reason only 58% of our citizens are living sustainably are because of the lack of communication regarding the need for responsible consumption. Convenience is the main issue facing sustainability.



Creative Branding Process

Our creative branding process is as simple as 7 steps. Make contact with one of our amazing sales team and have your shoppers branded now. We aim to keep all customers happy and to meet deadlines. We can do branding locally in South Africa or we can do a full print depending on your choice of design. You can choose a design from one of our catalogues or send through your logo and have a mock up made for visual references.



Meet the Team



Sharon Steyn

Call: 021 510 1786
Email: marketingassist@bagsdirect.co.za
Location: 35 Section Street, Paarden Eiland, Cape Town, 7405



Marisa Petersen

Call: 061 447 1786 or 021 510 1786
Email: reception@bagsdirect.co.za
Location: 35 Section Street, Paarden Eiland, Cape Town, 7405



Rita Morides-Collins

Call: 082 420 7960
Email: rita@bagsdirect.co.za
Location: 35 Section Street, Paarden Eiland, Cape Town, 7405

Custom Branding

What materials and designs do we offer?

- Non-Woven Shoppers
- Insulated Non-woven Cooler bags
- Canvas Shoppers
- Insulated Canvas Shoppers
- Laminated Shoppers
- Laminated Insulated Cooler Shoppers
- Taxi Shopper Bags with Zipper



Reusable Non-Woven Shopping Bags

Minimal Effort, Massive Impact!

With sustainability at the core of everything we do, we offer businesses the opportunity to Go Green by swapping out plastic bags for our non-woven reusable bags. Made from recycled materials and being multiple-use, swooping to reusable bags shows your customers you care about our planet and forms part of a sustainable movement. Along with sustainability, our non-woven bags are focused on brand awareness through our custom branding services.

Sustainable Canvas Shopping Bags

Our in-house design team have the expertise and experience needed to bring your vision to life

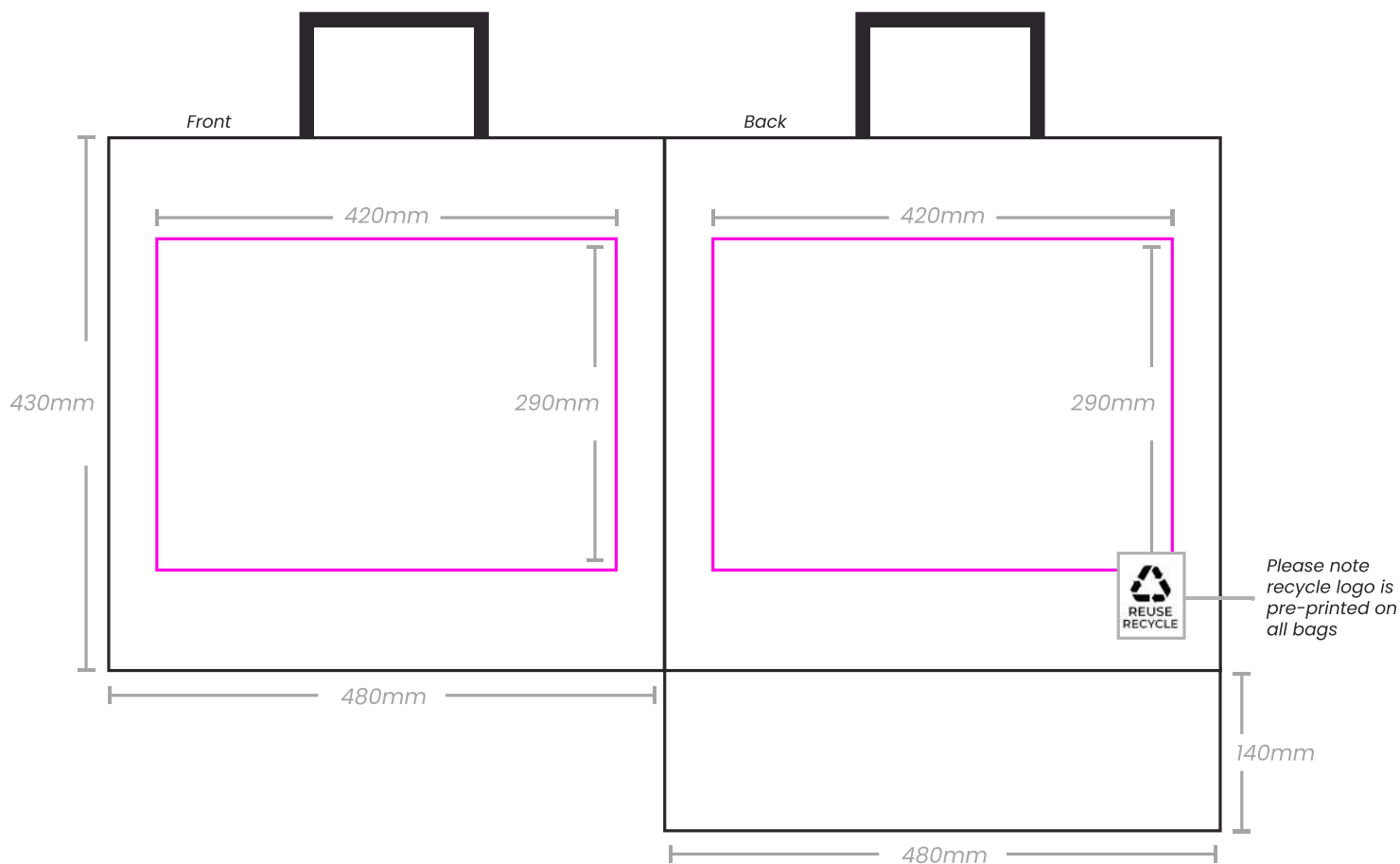
We offer full customisation services from the size, materials and design of your shopping bags. Not sure which material to go for? Try our best seller: our canvas shopping bags which are durable, innovative and stylish.



Reusable Non-Woven

Branding Guidelines for Reusable Non-Woven Shopping Bags

Maximum print size on our shop 40 reusable non-woven bags are 420 x 290mm. Please note the recycle logo is pre-printed on all bags. You can brand up to 3 solid colours. If you meet the minimum order quantity of 5000 you can alter the colour of the bags. You can print up to 3 solid colours.



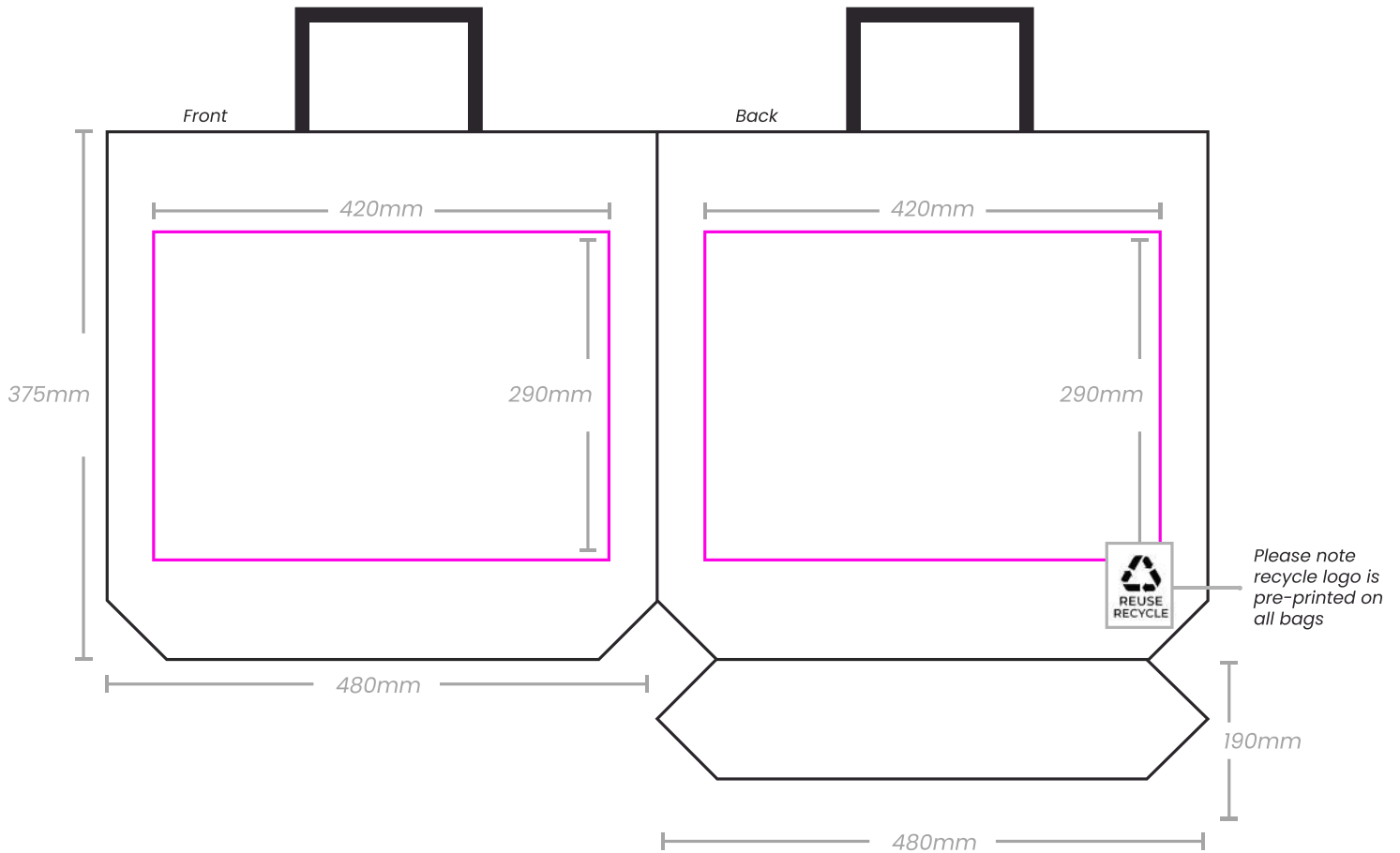
Comes in Multiple Colours



Reusable Non-Woven

Branding Guidelines for Reusable Non-Woven Shopping Bags

Maximum print size on our **shop 38** reusable non-woven bags are 420 x 290mm. Please note the recycle logo is pre-printed on all bags. You can brand up to 3 solid colours. If you meet the minimum order quantity of 5000 you can alter the colour of the bags. You can print up to 3 solid colours.



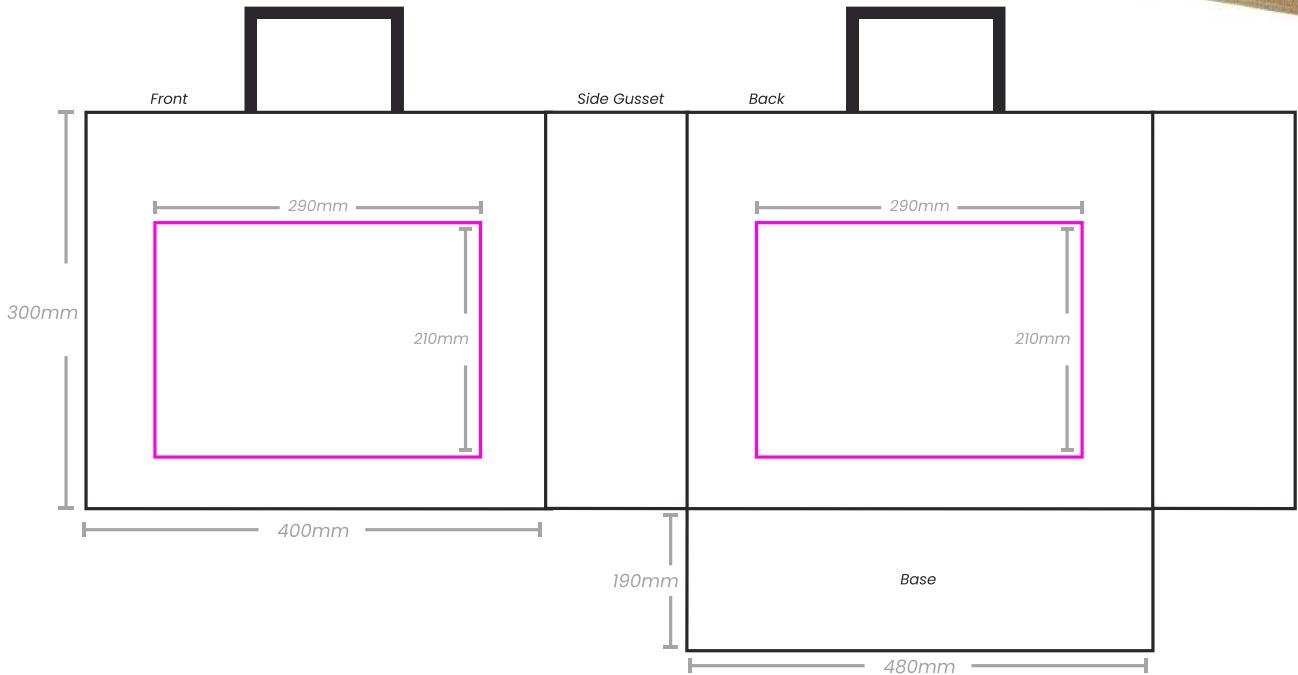
Comes in 3 Colours



Sustainable Jute Tote

Branding Guidelines for Jute Shopping Bags

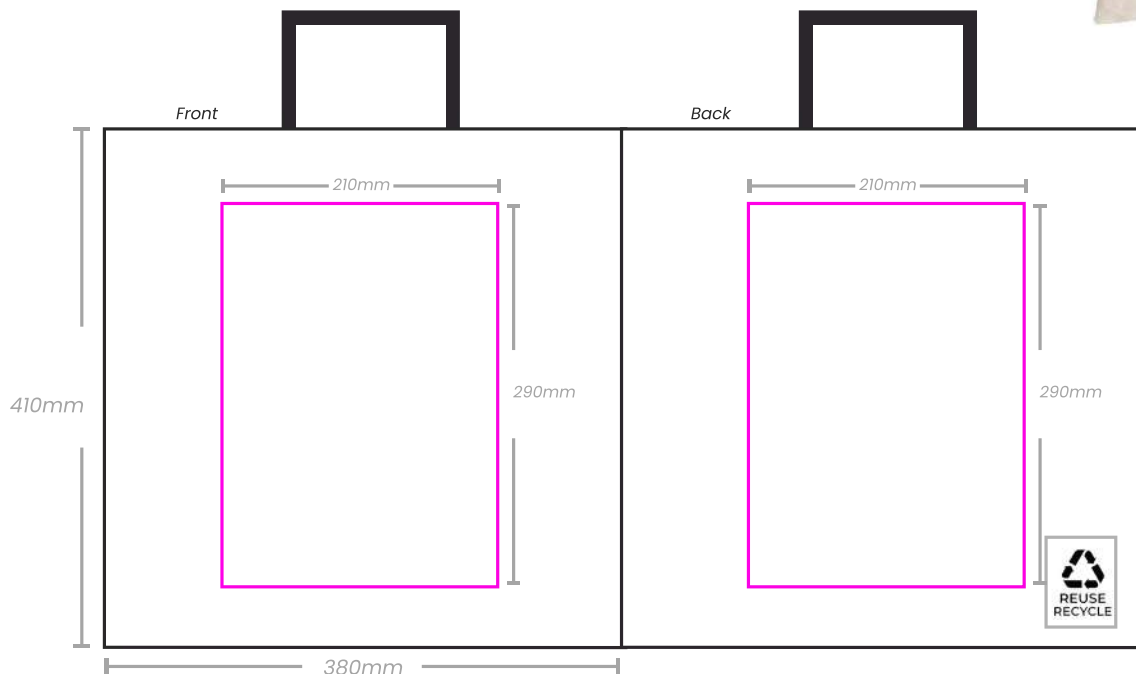
Maximum print size on our **JUTE01-PLN** reusable non-woven bags are 290 x 210mm. You can brand up to 3 solid colours.



Sustainable Cotton

Branding Guidelines for Cotton Shopping Bags

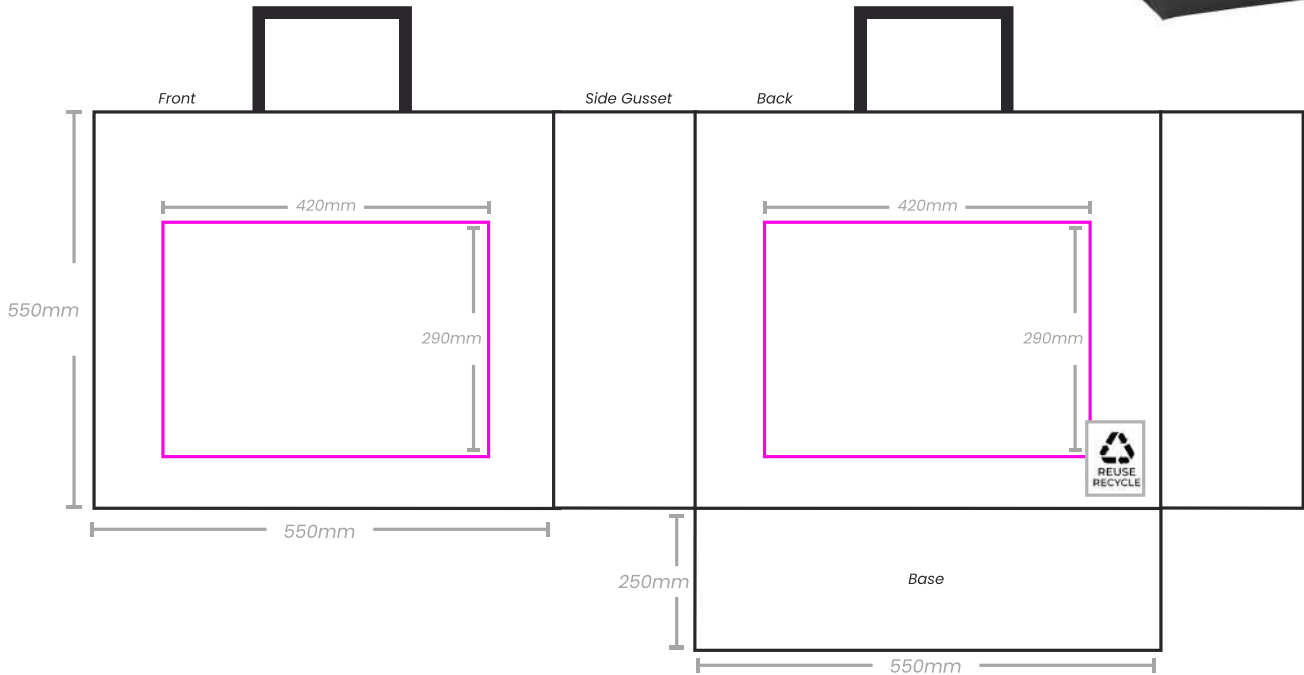
Maximum print size on our **CAN02** reusable non-woven bags are 290 x 210mm. Please note the recycle logo is pre-printed on all bags. You can brand up to 3 solid colours. If you meet the minimum order quantity of 5000 you can fully print on these bags.



Jumbo Non-Woven Tote

Branding Guidelines for Large Non-Woven Shopping Bags

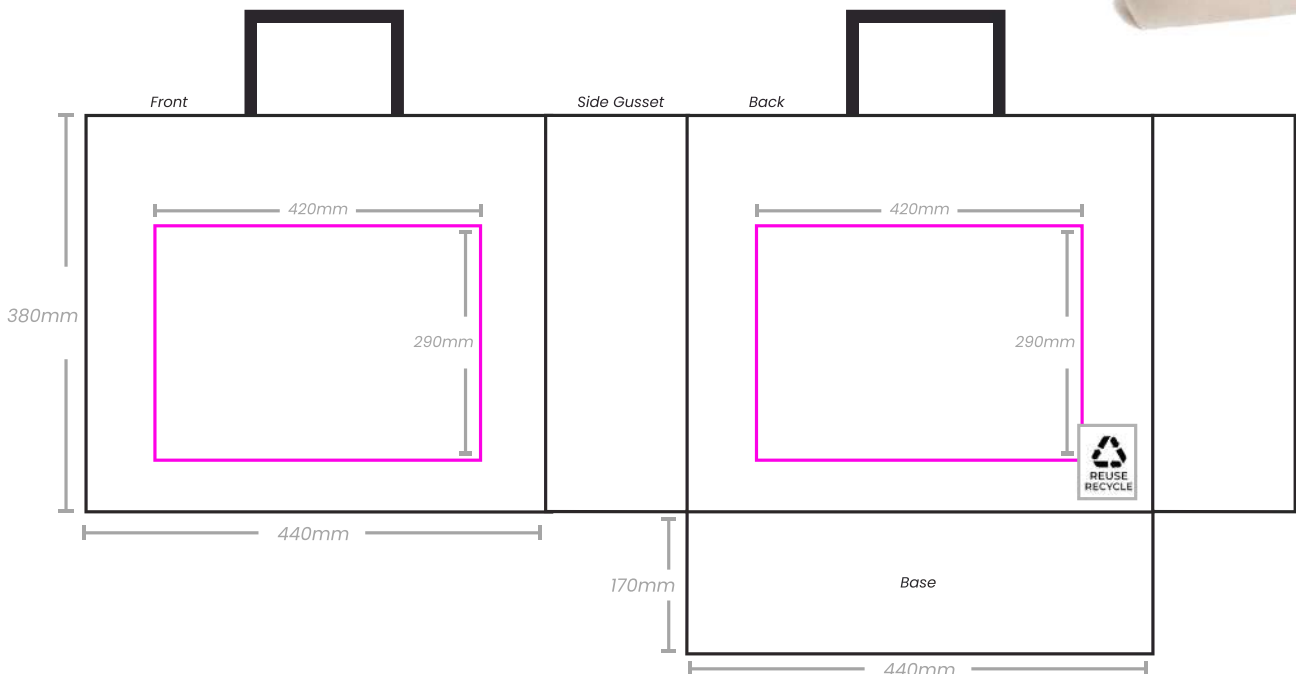
Maximum print size on our **SHOP55** large reusable non-woven bags are 420 x 290mm. Please note the recycle logo is pre-printed on all bags. You can brand up to 3 solid colours.



Sustainable Cotton Cooler

Branding Guidelines for Cotton Cooler Bags

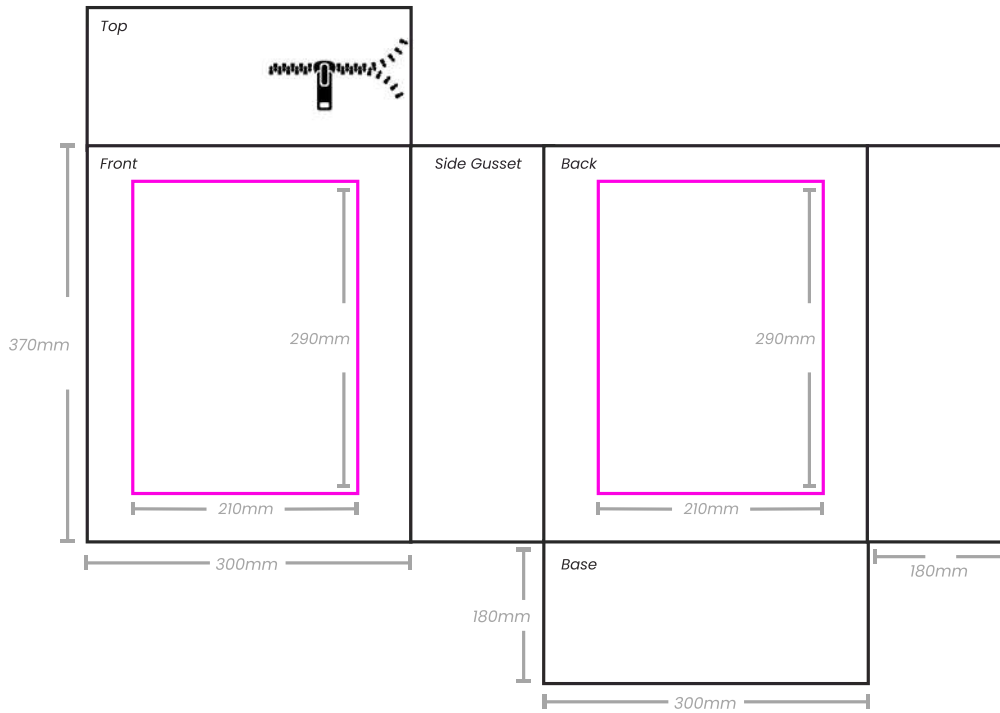
Maximum print size on our **CAN-C03** sustainable cotton cooler bags are 290 x 420mm. You can brand up to 3 solid colours. Please note the recycle logo is pre-printed on all the bags. If you meet the minimum order quantity of 5000 you can fully print on these bags.



Non-Woven Cooler Bag

Branding Guidelines for Non-Woven Cooler Bags

Maximum print size on our **KS6039** reusable Cooler non-woven bag are 210 x 290mm. You can brand up to 3 solid colours.



Personalised

Branding Guidelines for Personalised Shoppers

Personalised bags are subject to change depending on the size of the bag. Personalised shopping bags can be changed in size, colour and design or material. You are not limited to the bags within this presentation.

We mainly work with materials which are sustainable such as:

- Non-Woven
- Cotton
- Jute
- Laminated Non-Woven

We also can produce shopping bags which are made from:

- Polyester
- Nylon
- etc

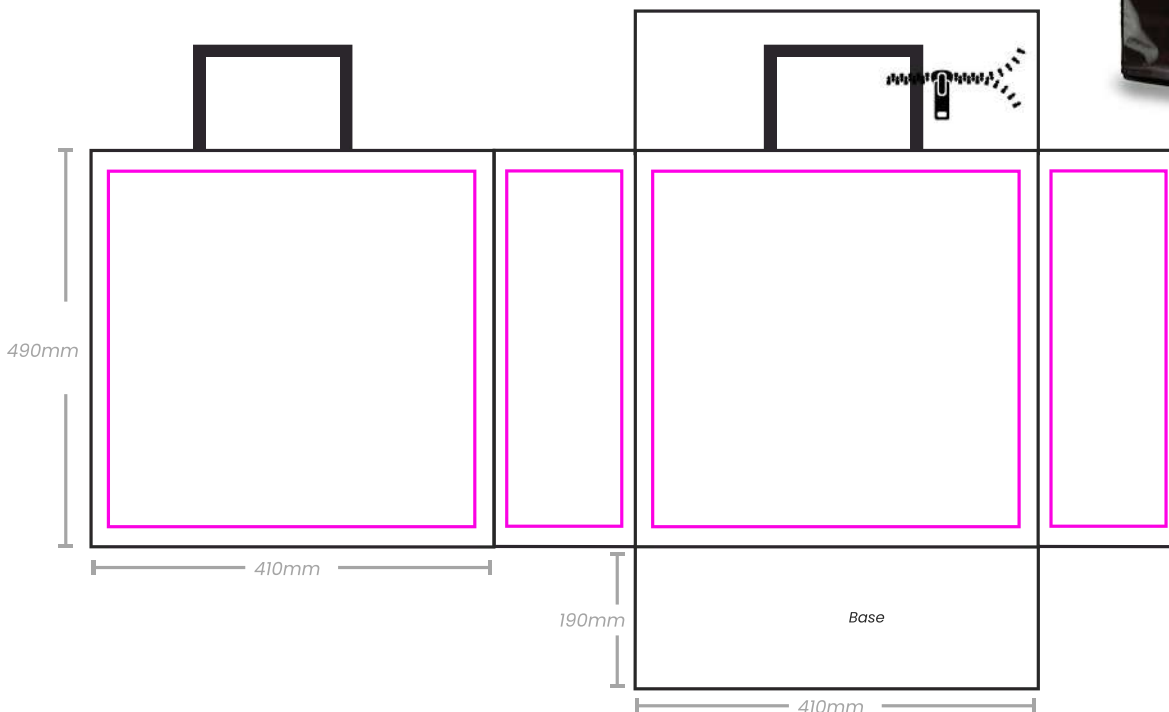
Each type of reusable shopping bag comes with its own branding guidelines. Each of the bag which has to be fully personalised in size and print has a minimum order quantity of 5000. We import reusable shopping bags and there is a wait period of at least 3 months for production (production time is subject to change).



Laminated Non-Woven Taxi bag

Branding Guidelines for Full Personalised Laminated Non-Woven Taxi bags

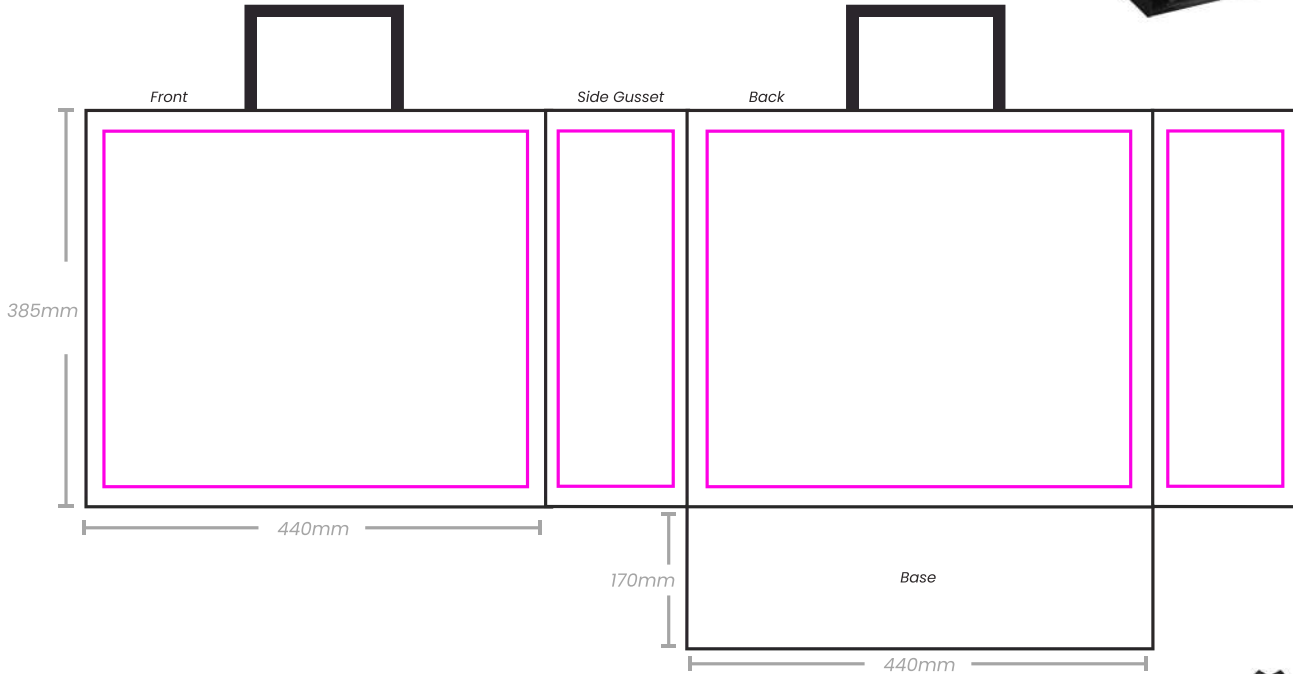
Each type of reusable shopping bag comes with its own branding guidelines. This bag can be fully customized according to the clients requests. This bag has minimal colour and print limitations.



Laminated Non-Woven

Branding Guidelines for Full Personalised Laminated Non-Woven Shopping bags

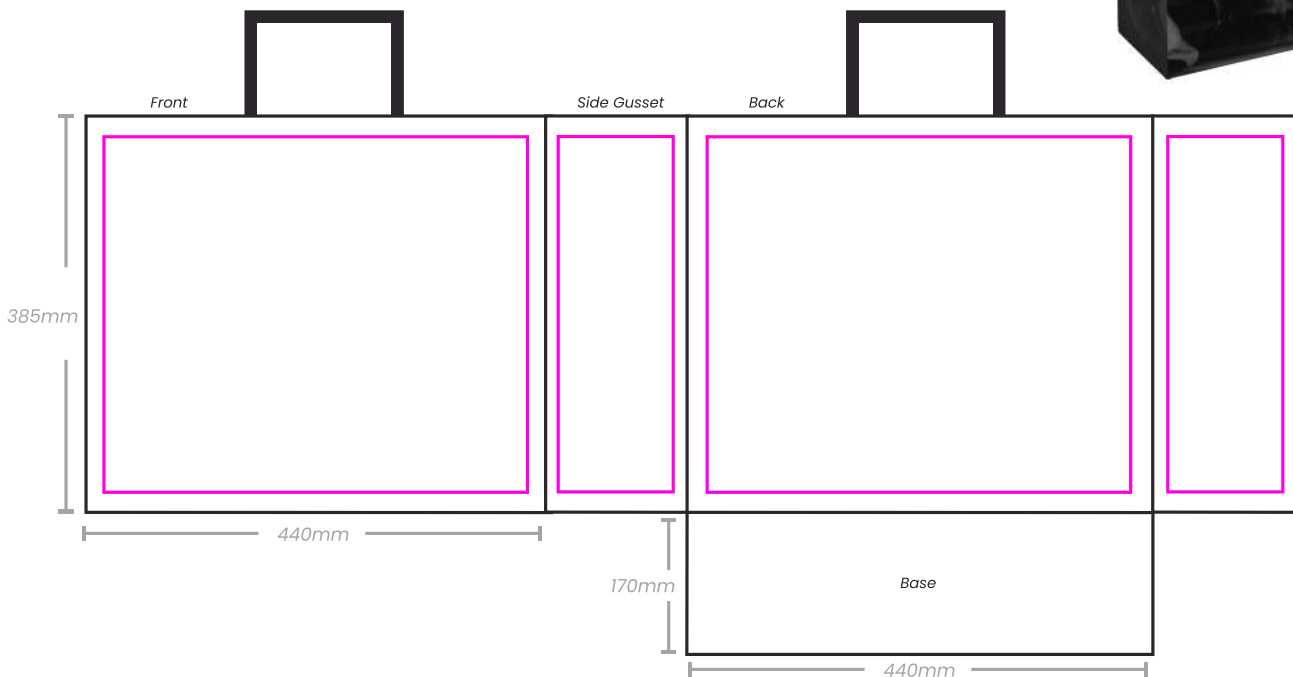
Each type of reusable shopping bag comes with its own branding guidelines. This bag can be fully customized according to the clients requests. This bag has minimal colour and print limitations.



Laminated Non-Woven Cooler Bag

Branding Guidelines for Full Personalised Laminated Non-Woven Cooler bags

Each type of reusable cooler bag comes with its own branding guidelines. This bag can be fully customized according to the clients requests. This bag has minimal colour and print limitations.





Reusable Non-Woven ShoeCity Shopping Bags



Reusable Non-Woven ShoeCity Shopping Bags



Pick N Pay Namibia Non-Woven Shopping Bags



Pick N Pay Express Non-Woven Shopping Bags

Jet



Reusable Non-Woven Jet Shopping Bags



Laminated Non-Woven Pep Shopping Bags



Reusable Non-Woven Pep Shopping Bags



Laminated Non-Woven Pep Shopping Bags

game



Reusable Non-Woven Game Shopping Bags



Laminated Non-Woven Game Shopping Bags



Reusable Non-Woven Ok Shopping Bags



Reusable Non-Woven Ok Shopping Bags



Reusable Non-Woven JD Group Shopping Bags



Reusable Non-Woven JD Group Shopping Bags



Reusable Non-Woven MRP Shopping Bags



Reusable MRP Shopping Bags

AVENIDA



Giovanni's DELI WORLD EST. 1989



CAPE TOWN

NEWPORT

EST. IN 1997 | MARKET & DELI | HEALTHY & NATURAL





Tekkie Town







JUST CRUIZIN





CHESTER BUTCHERIES

