

## MATERIAL



Take a look around. You'll see tote bags used in many different places: tradeshow; health/job/home shows, college orientation, 5K walks/runs, open houses, grand openings, cause marketing, registration tables, just to name a few! Why? Because a tote bag is the perfect place to display your corporate logo, school mascot or association name. The large imprint area is a walking billboard that gets on average 3,300 views in the tote's lifetime.

You hear a lot of different terms describing the material used on tote bags. Understanding the material types will help in understanding what your customer wants and the price variations there are.

What are the different materials available on the tote bags?

### Kraft

The outside looks like a paper bag, while the inside is lined with a 3mm aluminum foam liner. The bag is made with 50% recycled kraft paper laminated onto non-woven polypropylene.

### Cotton

Cotton has made resurgence as of late. Consumers like the cotton material because it is natural. Some think of it as organic. Our cotton totes are AZO Free – no carcinogenic dyes. Cotton can be hand washed.

### Non-Woven

Non-woven bags are not made of fabric. These bags are made of Polypropylene, which is a petroleum based product poured into a mold and pressed (where the non-woven name comes from). The weight of the totes is measured in grams. This is grams per square meter - GSM. This measures the density of the polypropylene. Note: The higher the number of grams, the thicker and stronger the bag. Our totes start at 75 grams with the highest being 120 grams. This is typically the least expensive of the three material types.

### Laminated

These are non-woven totes with a laminated surface put over the top. We have bags with both a glossy and matte laminated finish. The lamination is 30 to 35 grams. Both finishes are water resistant and can be wiped clean with a damp cloth.

