

TOTE USE



Why use totes?

Answer: 73% of consumers own logoed bags. Bags generate one of the highest impressions for a promotional item – approximately 3,300 impressions from one tote bag in its lifetime (approximately one year). Totes can be eco-friendly when they are used as a replacement to plastic shopping bags.

What's causing the increase in tote usage?

Star Power: Celebrities are using them and we Americans love to use products that our favorite celebrities are using.

Walking Billboard: Totes have large imprint areas and colorful imprints that stand out even more! Promotional totes have one of the lower cost per impression.

Cause Marketing: Tote ads bring attention to causes (environment, breast cancer, etc.). 90% of consumers buy from businesses that support causes and 83% of Americans say they want more retailers to support causes. Cause marketing creates an emotional connection, builds customer loyalty and attracts new customers.

Case History

A school booster club was working on a fund raiser for their athletic department. They wanted something that would get a lot of exposure for the school, while also being environmentally friendly. They chose the BGNW4300 Non-Woven Carry All Bag because it was a large bag that could be carried to the athletic events, shopping trips, etc. Plus it had a large imprint area that would get a lot of recognition and promote the school pride and it is made with recycled material. Part of the fundraising effort was to educate the students on the perils of plastic shopping bags and how they adversely affect the environment. That was to be part of their sales pitch when they were taking orders. The booster club was pleased with the number of bags that were ordered and how involved the students got with the educating of their parents, grandparents, friends and neighbors as they were out selling the bags.

Why do cotton totes have different prices?

Answer: The natural totes are not dyed, while the colored totes are. The difference in the price covers the dying process.

How do totes fit into the Eco Friendly/Goin' Green push?

Answer: Polypropylene is a number 5 plastic that can be recycled in participating communities. It also takes less energy to manufacture than cotton totes. Polypropylene can be made with as much as 25% pre-consumer recycled materials. Here are some important stats to keep in mind regarding plastic bags that will help in selling the non-woven totes:

- Over 380 billion plastic bags, sacks and wraps are consumed in the US each year
- The US goes through 100 billion plastic shopping bags annually
- A plastic shopping bag is used for approximately 12 minutes
- Each year an estimated 500 billion to 1 trillion plastic bags are consumed worldwide