

CATEGORYREPORT

H•I•E
REPORTS

PLASTIC TRASH BAGS

- Industry & Financial News
- Market Trends & Views

Green, Flexible Technology Key to New Intros

As consumers strive to become more conscious of their plastic trash bag usage, manufacturers are introducing products that meet their changing needs.

Cindy Sutton, vp North America at Jig-A-Loo USA, a division of Jig-A-World, says the company's mission is to introduce consumers to products that are new and innovative, fun to use, and simplify a small part of their everyday lives. Jig-A-Loo's intention is to introduce a high-quality plastic bag line that is truly green and available at a low price point.

"EconoGreen trash bags are made from 100% recycled plastic and will completely biodegrade in the environment within 24 to 36 months after usage," Sutton says, "leaving no

harmful residues on lands and in lakes and oceans."

Poly-America says it recently introduced EcoGuard fully biodegradable trash bags made from renewable and sustainable polymers and derived from corn starch and vegetable oils.

"EcoGuard trash bags are certified for degradability, approved for use in compost programs, and engineered for use in lawn and food waste applications," the company says, "providing a far better solution to waste collection than traditional paper bags."

Berry Plastics Corp. says its Ruffies plastic trash bags are available in Rip Stop, Color Scents, Sure Strength, Odor-Control Baking Soda, and Wing Tie varieties. Ruffies' Rip Stop formula is designed to resist tears and is available in twist-tie and drawstring formats, the

company says. Meanwhile, Ruffies' baking soda bags contain a dual-action odor control. A special ingredient helps control odors inside the bag, while baking soda on the outside "absorbs odors that build up in trash containers over time."

Pactiv Corp. says it contributes to the category with its Hefty trash bag line. Hefty with Unscented Odor Block, for example, "neutralizes garbage odors, doesn't use unwanted masking scent or perfumes that can interfere with pleasant cooking and baking aromas, and has patent-pending proprietary Unscented Odor Block technology."

The GLAD Products Co.'s GLAD ForceFlex Bags stretch around objects to help prevent rips and tears, even when overstuffed, the company says. "GLAD OdorShield bags neutralize trash odors, leave behind a fresh, clean scent, and provide three-ply strength. OdorShield bags are available in Fresh Clean Scent, Fresh Vanilla Scent, and Fresh Lemon Scent."

Mfrs. Utilize Tools to Address Recycling, Biodegradability Concerns

Consumers are more aware than ever of the the impact that plastic has on the environment, and manufacturers are working to implement greener practices and offer consumers safer products to meet their everyday trash bag needs.

Poly-America says it's an active member of Operation CleanSweep, which is "committed to preventing ecological damage that can result from plastic resin discharge into the environment." Poly-America is voluntarily implementing training and accountability for spill prevention, containment, and cleanup.

Berry Plastics Corp. reduces its environmental footprint through reduction of energy consumption, VOC emissions, raw materials consumption, and waste creation, the company says. "Many of the packages we produce are reused by consumers. We also promote reuse of the secondary packaging components such as corrugated boxes and pallets. Berry Plastics uses recycled materials in its everyday processes and promotes recycling as a valuable end-of-life for plastic materials. We manufacture parts from bio-based raw materials that meet our performance and quality standards."

Cindy Sutton, vp North America at Jig-A-Loo USA, a division of Jig-A-World, says oxodegradable technology works best for use in its plastic trash bags and for the environment. Jig-A-Loo notes that its oxodegradable bag, EconoGreen, contains an agent that helps break down the carbon-carbon bonds in plastic and reduces the strength of the bag when exposed to oxygen. As the bags continue to degrade into smaller pieces, they become a nutrient for microbes that consume the fragments, leaving behind water, CO₂, and a reusable biomass. No harmful residue or toxins remain upon completion.

Sutton adds that while the oxodegradable technology is the cleanest technology available today to produce plastic bags, it is not the final, definite answer in the field of plastic. "Other, more advanced technologies are being developed and tested by our company in our plastic production subsidiaries."

Quality Innovations to Drive Future Growth

Over the next few years, plastic trash bags will be positively impacted by new retailer and manufacturer innovations.

Jig-A-Loo and its EconoGreen brand are allowing retailers to be innovators in the market, versus competitors, by offering their consumers a high-quality product that is environmentally responsible at a competitive price point, Sutton says.

"Our retailer programs are supported by state-of-the-art packaging and design, custom POP material, solid marketing and consumer education efforts." She adds that consumers are now aware of the environmental problems related to plastic bags, and of their responsibility in using them.

"Plastic trash bags are a necessity in our everyday lives, but not at the expense of harming the environment," Sutton concludes. "It is up to manufacturers and their brands to deliver plastic products that meet consumers' requirements."