Whether Your Plastic Bags End Up in a Trash Can Like This, A Recycling Bin, or Even on the Side of the Road, You'll Know Your Doing Your Part to Go GREEN!

ALL NEW 100% Biodegradable and 100% Recyclable Plastic Bags Are Here

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Dear Tracy,

I bet you're wondering why I sent you this letter in a garbage can. There are actually two reasons:

1. I had something very important to tell you and I wanted to be sure my letter got opened. As the new buyer at PCC I'm sure you've been flooded with mail, and I bet most of it ends up in the trash.

2. I wanted to illustrate how even if our new 100% Biodegradable and 100% Recyclable bags ended up in the trash, you'll still be doing your part in being Green.

Over the last few years the plastic bag industry has been coming up one alternative after another to address the litter problem and plastic bags. Each time the alternative was a bag that would degrade, but if it got mixed with other plastic bags, the whole batch would become non-recyclable.

I simply wasn't excited about these materials because I think a huge part of the solution is recycling plastic bags, with politicians and local governments educating the public in how to effectively recycle plastic bags.

But now, for the first time, we have a biodegradable plastic bag that is also recyclable!

So you have all of the advantages of plastic and the bag will biodegrade and can be recycled.
Here are just a few advantages of plastic bags.
They:

- Are re-used by consumers for many purposes which saves the production of another bag
- Are typically significantly less expensive than paper bags
- Weigh approximately 75% less than equivalent paper bags so they use less resources to transport
- Use approximately 40% less energy to produce than the equivalent paper bag
- Generate approximately 80% less solid waste than the equivalent paper bag
- Require approximately 91% less energy to recycle than the equivalent paper bag
- Are often made with post-consumer recycled material
- Are 100% recyclable: lowering the amount of plastic entering landfills and using new resources
- If the end up in a land fill, they take up approximately 10% of the landfill space of the equivalent paper bag
- Produce less water pollution in manufacturing
- Produce less air pollution in manufacturing
- A huge percentage of plastic bags are produced from the by-products of refining gasoline which used to be burned off during the refining process. Not using this by-product is the irresponsible thing to do.
- **And Now at last… they are both recyclable and biodegradable!**

By adding a unique biodegradable additive produced by ECM BioFilms to the plastic film, accelerated degradation of the material can be achieved starting in approximately 9 months when exposed to environments where other organic materials biodegrade - with the additive, the plastic biodegrades into its natural elements of carbon dioxide, water and inert humus like minerals necessary for plant life.

100% recyclable with post-consumer and post-industrial recycled material:

- Recycled material can be added to the mix with the ECM biodegradable additive to further divert waste.
- Its unique property does not contaminate the recycling efforts like (PLA) bags do. PLA bags are the corn starch based bags. ECM bags can be recycled to make new bags. During the heating process in the recycled film's production, the active properties of the additive are destroyed to accept the material for recycling.
- In addition ECM bags don't divert farm land from growing food for people to corn for bags.

If litter is a concern, the biodegradable additive is a better solution.

- For the conscientious consumer, the bag with the ECM additive is a re-usable and recyclable bag.
- If the bag is littered and ends up within the natural elements, the enzymes will react to these environments and begin its biodegrading cycle.
- Unlike other additives, once the enzymes have been activated, the bag will continue to biodegrade until it returns to carbon dioxide, water and inert humus like elements (e.g. soil and bacteria) without the need for heat, light, moisture, or mechanical stress to break them down. The bags will degrade both anaerobically or aerobically.
- Once the activation begins, they will continue to decompose into fragments even if buried in the landfill.

Strong & reliable

- **Shelf life and reliability is not affected.** The Encore- bags with the new ECM biodegradable additive will maintain the benefits of strength, leak resistance, grease resistance, and less storage requirements until they are placed in a microbial environment, i.e. soil and bacteria.
- The look, feel, or functionality of the bag is not be affected by the additive, creating a truly environmental bag solution. Other similar claims of biodegradable additives often contain toxic levels of heavy metals and harsh chemicals that may help the bags degrade but fail to meet EPA environmental standards.

I would love to speak with you about this all-new program. I have created a program just for you and the unique needs of PCC. Please give me a call at your earliest convenience so we can discuss this new solution.

Best,

Ariane

Ariane Caruso