

## **Booksellers plan eco-friendly roll-out**

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06 March 2008

**Booksellers around the country are rolling out eco-friendly bags following Prime Minister Gordon Brown's warning that he would force retailers to cut down on plastic bag usage if they did not do so voluntarily.**

The Booksellers Association has already drafted a letter to the Department of the Environment about the issue. President Tim Godfray said: "We think [a reduction in bags] can best be done first through education—by bookshop staff talking to their customers and by POS used in the shops; secondly, by using less raw plastic in the manufacturing process; and thirdly, by booksellers using bags for life."

Waterstone's is rolling out a new canvas bag priced at £2.99 across its 320 stores. Its existing plastic bags are made from 70% recyclable material, but booksellers have also been told not to assume that customers need a bag.

Borders intends to have new post-consumer waste bags, which are fully recyclable and biodegradable, in store by 1st May. Booksellers also ask customers if they need a bag. Geoff O'Neill, head of supply chain, said Borders was also looking at introducing a canvas bag.

W H Smith said it makes a donation to the Woodland Trust each time a customer declines a plastic bag. It has also signed up to the British Retail Consortium's commitment to reduce plastic bag impact by 25% by 2008. Foyles also sells two canvas bags, priced £1.50 and £4.99 and only gives out plastic bags if a customer requests them.

*Source:* [www.thebookseller.com](http://www.thebookseller.com)