

17 January 2012

## AUSTRALIAN FIRST...

Target is introducing Australia's first certified biodegradable and compostable non-woven reusable shopping bag. The bag can be used like a traditional reusable bag and when you have finished using it, will break down in compost in around 45 days under the right conditions.

Target Australia's Managing Director Dene Rogers, said that the company was proud to be the first retailer in Australia to offer these revolutionary new bags to our customers.

"Most households these days have more than one reusable shopping bag that they use every day, however the beauty with this new bag is that when customers have finished with it, it will break down naturally under the right conditions within two months."

The bag has been developed by Because We Care, a leading Australian company specialising in biodegradable products, following several years of research and testing to ensure its strength and durability this bag rivals other traditional non-woven reusable bags. While traditional non-woven reusable bags take longer than a plastic bag to break down, Target's new biodegradable and compostable reusable red bag will break down naturally.

The biodegradable and compostable reusable bag is another part of Target's alternative shopping bag suite, put in place following Target's step in 2009 to remove all plastic shopping bags from its stores nationally.

"Since we made the decision to remove plastic shopping bags from our stores, we've potentially removed over 100 million plastic bags that may have gone to landfill each year," Mr Rogers said.

"Our customers can choose not to use a bag, to bring their own, or if they wish to purchase one, they can now choose the new reusable biodegradable bag. This bag can be reused over and over again, in addition to our everyday biodegradable bags that have been available since 2009."

"We all have a role to play in reducing our impact on the environment and the introduction of this new certified biodegradable and compostable reusable bag, further strengthens our bag strategy and provides our customers with another alternative to choose from."

"All profits from the sale of Target's reusable red bags support The Alannah and Madeline Foundation. Since partnering with the Foundation in November 2008, Target customers have helped us to raise more than \$1.4 million for the Foundation's Buddy Bags Program, which provides essential items for children in emergency accommodation."

The new bags are being progressively phased into selected Target and Target Country stores to replace the current non woven red reusable bag. Customers can identify the new biodegradable and compostable bag by the unique leaf print embossed into the fabric.

Initially the certified biodegradable bag is only available in the large size for \$2 in selected stores. Over the coming months a medium size bag will also be introduced.

For more information on Target's National Bag Strategy visit the 'Company' page at [target.com.au](http://target.com.au).

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## TARGET AUSTRALIA BIODEGRADABLE AND COMPOSTABLE NON-WOVEN REUSABLE RED BAG

### What is the bag made from?

Target's new biodegradable and compostable non-woven red reusable bag is manufactured from a combination of plant starch and other biodegradable constituents. This includes the ink and thread used in the manufacturing process, which has been engineered to meet all international standards requirements for biodegradability and compostability. When disposed of into a composting environment, the bag in its entirety will break down in around 45 days.

### How must the bags be cared for?

The bag should be stored in dry conditions and not left exposed to any liquid or damp conditions so as to prevent bags from starting to break down.

### How long will the bag last?

When cared for correctly the bag can be used over and over it will last up to two years or over 200 uses.

### Conditions they need to break down in?

Target's biodegradable non-woven reusable red bag is compostable at industrial composting facilities used by councils offering a kerbside green-waste collection service. Check with your local council or composting facility to confirm if they will accept this new type of compostable bag.

### Certification standards

Target's biodegradable non-woven reusable red bag is fully compliant with Australian Standard AS4736-2006. The bag will breakdown in a commercial composting facility as per the requirements of AS4736 – 2006 Biodegradable Plastics – Biodegradable plastics suitable for composting and other microbial treatment, the details of which are available from Standards Australia [www.standards.org.au](http://www.standards.org.au)

### How long will it take to break down?

In the correct composting environment, the bag will start to break down within seven days and be significantly broken down within 45 days in a professionally run industrial organic composting facility.

### How can I tell which bags are biodegradable and compostable?

Customers can identify the new biodegradable and compostable bag by the unique leaf print embossed into the fabric.

### How do we get more information about the bags?

Please refer to [www.botanicbag.com](http://www.botanicbag.com) or email [info@becausewecare.com.au](mailto:info@becausewecare.com.au)

### What happens if my bag gets wet?

If your bag gets wet – it should be hung up to dry. The bag structure will not be affected in any way and the bag will only start to breakdown if it is left in damp conditions or exposed to any active organic matter for a period of time.

### Do these bags still support The Alannah and Madeline Foundation?

All profits from the sale of Target's reusable red bags support The Alannah and Madeline Foundation's Buddy Bag's Program.