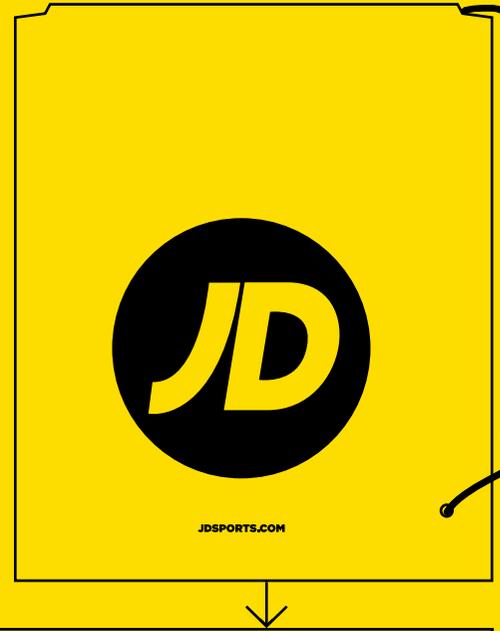


Background

- The JD corporate draw-string bag uses 33% recycled material. This is above the Feb 2019 HM Treasury target (<30% recycled material, taxed from 2020)
- JD (supported by customers and employees feedback) wanted to reduce our raw material usage and increase recycled content
- Bags are amongst the most re-used - from the High Street to the High School. Our aim is to investigate any change needed

What we did

- Listened to consumer feedback: research shows that consumers display a preference for brands/retailers using recycled content in their packaging
- Our Environment team worked with our distributor and manufacturer to ensure that bag strength and quality were not compromised
- Successfully trialled our new designs in April 2019



 This JD bag uses 50% recycled material, and is designed for regular reuse. Remember - whether paper or plastic - the most effective way to reduce the environmental impact of customer bags is reusing the bags you have.

Next up

- Trial a compostable bag (material made from thistles) - Summer 2019
- Test alternatives (paper twist, and acrylics alternatives) - late 2019

“Over 2 million tonnes of plastic packaging is used in the UK each year.

The vast majority of this is made from new, rather than recycled plastic.

Using new plastic typically has greater environmental impact: it requires unnecessary resource extraction and processing, with higher energy use and emissions than using recycled material.”

Source:
‘Digest of Waste and Resources Statistics’, Defra, 2018

Safer plastics

1 PET/PETE
- One time use
- Do not reheat
- Recyclable

2 Polythylene
- Limited reuse
- Recyclable

4 Polythylene - LDPE
- Safer Plastic
- Reuse and Recycle it

5 Polythylene - PP
- Safer Plastic
- Reuse and Recycle it

Dangerous plastics

3 Polyvinylchloride
- Avoid if possible - may be recycled in some areas
- Its manufacture produce dioxin (Potent Carcinogen)

6 Polystyrene - PS
- Avoid, not recyclable
- Can leach Styrene (Neurotoxin with harmful health effects)

7 Other - Polycarbonate, Bioplastic, Acrylic
- Avoid Polycarbonate, Bioplastic can NOT be recycled
- Polycarbonate is made from BPA harmful synthetic Estrogen

Results

- The new specification of our iconic draw-string bag will be used in all territories - UK, Europe, U.S. and APAC.
- **Using recyclable content in new products increases the demand for recycling and expands the market for the final material. This reduces the overall cost of recycled material, making it more accessible for SMEs**
- Full deployment after our new 50% recycled content trial