

Background and opportunity

- “Reusable plastic bags are more sustainable than all types of lightweight plastic carrier bags if used four times or more. They give the greatest environmental impacts over the full life-cycle.” (Environment Agency, 2011)
- The JD duffle bag is one of the most visible examples of effective re-use - from the High Street to the High School
- Our Retail and Energy and Environment teams identified an opportunity to reduce plastic use, whilst increasing re-use

Downsizing the Duffle

- Our team acknowledged that the existing duffle size could be reduced
- A smaller bag would be more comfortable for younger customers, and thus more likely to be reused
- We collaborated with distributors and manufacturers to produce a smaller version of the duffle, whilst retaining its strength and re-usability

The results are in

- Successfully trialled in 2018, the ‘Junior Duffle’ is now a regular store and customer choice within the UK, Europe and Asia Pacific
- The new specification bag has been verified to use 39% less plastic than its larger/ adult equivalent

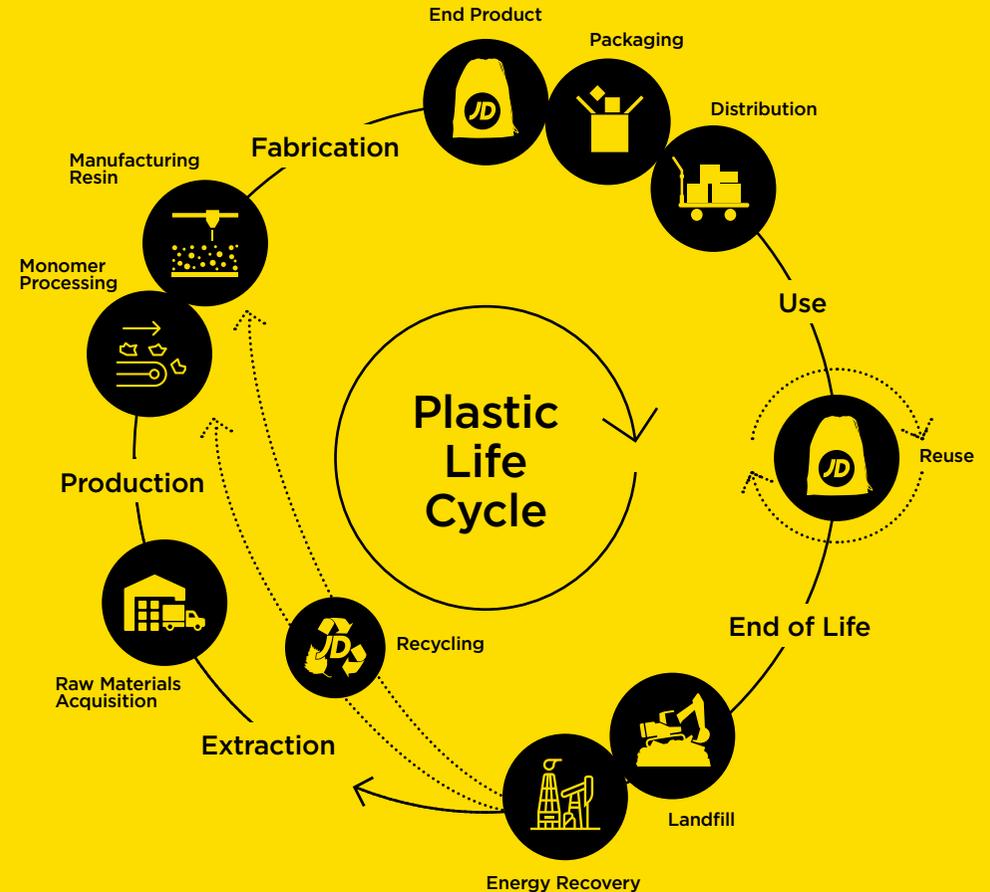
**Result:
39% Reduction
in Plastic**



Duffle Bag weight analysis

Next improvement

- We plan to increase our standard and junior draw-string bags from 33% to 50% recycled material



“For many years, the size of reusable drawstring bags has been limited to standard manufacturer and machinery dimensions. We are delighted to have worked with JD and our preferred factory to develop the new duffle product. By using JD’s volume to influence the manufacturer, the new reusable product has been certified as using 39% less plastic than the standard design. The size of the bag makes it more likely to be re-used by JD’s younger customers, thus achieving the key recycling objectives of both ‘reduce’ and ‘re-use’.”

Liam Knowles - Director, CCS McLays