

# BREAK from the BAG

SAVE MONEY • REDUCE WASTE • GO GREEN

## JOIN OUR BREAK from the BAG PROGRAM

Clean Water Action's ReThink Disposable program is encouraging businesses across New Jersey to join our "Break from the Bag" program, which helps you save money, go green by reducing single-use disposable plastic waste, and make your customers happy.



### WHY PLASTIC BAGS?

We dispose of 100 billion plastic bags every year in the U.S., over 4 billion of which are used and disposed of in New Jersey. Plastic bags are easily carried by wind and litter our communities and waterways. They clog storm drains, trash our neighborhoods and natural landscapes, and harm marine life as they are mistaken for food. Plastic bags have been found everywhere from the top of Mount Everest to the bottom of the Marianas Trench. Only 1-3 percent of plastic bags are recycled worldwide. Instead of biodegrading, plastic bags photodegrade, which means they never truly break down. Instead they simply break into smaller and smaller pieces, which end up in our water and even our seafood. In addition, plastic bags are made of toxic petroleum byproducts, which are harmful to our health and environment.



### WHY PAPER BAGS?

Paper bags take 10% more energy and 4 times more water to produce than plastic bags. Sourcing for material causes deforestation, which destroys habitats and increases atmospheric CO<sub>2</sub>. Paper bags are also very heavy and bulky, which means they require more fuel to transport and take up more space in the landfill. Paper bags in landfills increases greenhouse gas emissions as they decompose, and paper bags have also been linked to damage to lake ecosystems and acid rain.

### RETHINK DISPOSABLE

**ReThink Disposable**, a program of Clean Water Action and Clean Water Fund, prevents waste before it starts by working with local governments, businesses and institutions, and consumers to minimize single-use disposable packaging in food service to conserve resources, prevent waste and ocean litter pollution.



Disposable food and beverage packaging makes up 67% of litter in commercial streets. If we don't end the "throw-away" lifestyle now, there will be more plastic than fish in the ocean by 2050! This is a huge problem.

**ReThink Disposable** has helped over 100 food businesses and institutional dining operations eliminate over 10 million single-use disposable packaging items that saves money from avoided disposal fees and supply purchases. We provide free technical assistance to help businesses implement the program. One of the easiest practices businesses can implement is to "break from the bag."

## JOIN US, AND LET'S RETHINK DISPOSABLE TOGETHER!

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Jersey: 559 Bloomfield Ave, Montclair, NJ 07042 • Phone: 973-744-3005 • [mtoomey@cleanwater.org](mailto:mtoomey@cleanwater.org)

## How to Participate:

Thank you for your interest in participating in our ReThink Disposable “Break from the Bag” campaign.

Here is what will happen next. Our Rethink Disposable organizer will work with you to:

- 1 Conduct a baseline inventory of the quantity and cost of disposable bags used by your business.
- 2 Train staff on how to implement practices to reduce disposable bag use, including asking each customer before giving out a bag and creating an incentive for customers to bring their own bag.
- 3 Conduct a follow-up inventory to measure how many straws you eliminated and the cost savings.
- 4 Receive ReThink Disposable certification and enjoy being plastic-free!

## For more info:

### State Office:

198 Brighton Ave  
Long Branch, NJ 07740  
Phone: 732-963-9714  
njcwa@cleanwater.org

### North Jersey Office:

559 Bloomfield Ave  
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[www.rethinkdisposable.org](http://www.rethinkdisposable.org)

# BREAK from the BAG

I wish to participate in the “Break from the Bag” campaign.

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

*Our next step is getting the message out so that customers engage with the campaign. We are working on video interviews and photos with participating businesses to promote you as a green business. Our Rethink Disposable organizer will contact you to set up a time that works for you.*

## Please follow us:

Facebook @CleanWaterActionNJ  
Instagram @RethinkDisposableNJ  
Twitter @cleanh2oaction



## JOIN THE REUSE REVOLUTION!

**ReThink  
Disposable**  
STOP WASTE BEFORE IT STARTS

ReThink Disposable would not be possible without the support of New England Interstate Water Pollution Control Commission (NEIWPCC) and Environmental Endowment of New Jersey.

**NEIWPCC**  
New England Interstate Water  
Pollution Control Commission

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