

Press Release



NEW!

Eco-Style at modest prices!

Spring is around the corner... Bring-in this year's buds with a 100% natural bag!

Sturdy and 100% biodegradable, 3R Eco jute bags are your ideal partner when matching Style and Ecology, all for under \$5.00.

The all new 3R Eco Jute Bags are available in drugstores throughout Quebec. Ask for them and take action on our ecology!

See entire collection
at www.3Recojute.com

A stylish and Eco-efficient bag

Jute cloth, also known as « the golden fibre », was introduced through coffee bean and potato sacking thanks to its durability. **100% natural**, jute cloth allows air circulation in perishables and prevents their deterioration!

100% biodegradable, jute has been recently recognized for its ecological qualities. It grows on rainwater and uses hardly any fertilisers or pesticides. As opposed to plastic reusable bags, jute cloth does not require any petroleum based inputs. It is the perfect match between the 3R's: reduce, reuse, recycle and generate energy. Jute is a true ecological gem: affordable for one and all!

Eco-efficient ?



Producing 1 ton of plastic for reusable bags emits 4 tons CO₂ in the atmosphere while jute growth absorbs 15 tons CO₂ and produces 11 tons of oxygen per hectare.

Ecology in three words



Bags for life!

3R Eco designs, produces and distributes ecological bags made of jute.

The company offers a full line of versatile, top quality, eco-efficient and ethically sound bags. 3R Eco is known for its wine-bottle bags, available at the SAQ.

3R Eco also takes part in sustainable development. Its factories are « **ethical trade** » certified and regularly audited by independent and internationally renowned agencies such as SEDEX and Price Waterhouse.

« The ecological crisis will only be resolved by combining both individual and collective actions. When obtaining 3R Eco bags, consumers have a hands-on effect on making our world greener, a 3R world! »

Michel Morin, 3R Eco bag designer

Media Contact:

Aurélie Blanwalhin
514-578-1201 - aurelie.blanwalhin@3recojute.com

More info, tricks & tips at: www.3Recojute.com

