

Bag Bans and Reusable Bags

How bag bans have impacted the packaging industry and the options and opportunities for retailers.



What do Canadian cities like Fort McMurray and Montreal have in common with U.S. cities like Austin and Honolulu, as well as the entire state of California? They all have some form of bag ban, which restricts the use of single-use plastic bags at retail stores. Over 150 municipalities across the United States and Canada have some form of bag ban in place. There are many opinions on the effectiveness and value of bag bans, but the fact remains that bag bans are something that many retailers have to deal with, regardless of those opinions.

Does a bag ban mean that your customers need to carry their recently purchased products out in their bare arms? Whether it is a reusable bag, a paper bag or a thicker poly bag, there are many options available for retailers to make the switch and help transport purchased products out of their stores. While switching the type of bag/packaging may cost more per unit, retailers may consume fewer bags as customers reuse and repurpose the higher-quality bags that they receive. It also offers the opportunity for businesses to ensure that their [packaging aligns with their brand](#), ultimately adding value to purchases and resonating more with their customers.

The number of bag bans have been increasing over recent years and will likely continue moving forward. It's important to think about your brand and the goals that your organization has related to bags and packaging. Does switching your bag design help align your brand with your products? Do other bag types pair better with the other packaging components used for your products? Is there a way that consuming fewer, but higher quality bags can either save you unit costs or valuable storage space, or deliver a better experience to customers?

Has a bag ban left you in need of changing up your packaging or are you looking to stay a step ahead of the trend? Classic PKG Direct is happy to help with any of your packaging needs. Bag bans may force you to make changes, but they can also provide opportunities to adjust to bag designs that add value to your products and elevate your brand.



Industry Spotlight: Swimco

Swimco, based in Calgary, Alberta, is a swimwear retailer with over 20 locations across Canada. Swimco uses some great looking and practical reusable bags at their store locations. Swimco's reusable bags are brightly colored and covered with beach themes, making them stand out and be recognized while customers walk around with their bag. They also work great as a beach bag. Customers benefit from the multi-use opportunity with the bags and Swimco gets additional advertising by having others see their bags in action. And after customers use their Swimco bag for other purposes, the bag can act as a reminder to head back to Swimco when they're ready for a new swimsuit.

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