

## **FotoInsight Launches Reusable Photo Tote Bag**

*FotoInsight launches new product idea supporting popular demand to reduce the number of supermarket plastic carrier bags wasted each year.*

May 29, 2006 (FPRC) -- Encouraging customers to use fewer environmentally unfriendly plastic bags has long been a challenge. The UK's largest supermarket chain said this month that it would seek to cut the number of carrier bags it gives to customers by 25% over the next two years. Much more could be achieved by getting people to use their own, durable carrier bags.

FotoInsight of Cambridge prints digital photos onto canvass for long lasting carrier bags. These reusable photo tote bags cost £4.99 and are an ideal, personalised and useful present. Over the course of its long life the FotoInsight Photo Tote Bag helps avoiding thousands of plastic supermarket carriers when used regularly. Why carry a supermarket's logo when the carrier can feature ones favourite photograph.

Do carrier bags matter?

Every year, an estimated 17.5 billion plastic carrier bags are given away by supermarkets, an average of 290 bags for every person in the UK (Waste Watch). According to "Recycle Now" 80% of shoppers put everything into free carrier bags at the supermarket, using them usually only once. This results in 100,000 tonnes of plastic bags being thrown away – equivalent to the weight of 70,000 mid size cars. Reusable carrier bags are a small contribution, but they certainly help the environment.

According to FotoInsight, photographic gift items are an increasingly important part of its online service. The FotoInsight management expects the canvass print tote bag to prove popular not only in light of the recent discussions about global warming, CO2 emissions and land fill but also as a smart, sub £8 gift idea.

Extension of the photo gift range

"In 2006, we expect that photo gifts, photo books and calendars will account for 75% of FotoInsight's revenue" states FotoInsight Ltd Managing Director Klaas Brumann and continues: "Photo tote bags are long lasting and environmentally friendly. FotoInsight offers a large range of photographic gifts like mugs, picture pairs, puzzles etc and plans to further expand its range of long lasting, smart gift ideas in superior quality."

Information about FotoInsight.co.uk

FotoInsight runs a custom made and easy to use print processing service. Customers benefit from patented development processes and the experience of Europe's largest independent photo lab with an installed capacity of 18 million prints per day. Photos ordered through <http://fotoinsight.co.uk> are developed in one of 20 strategically located, state of the art photo labs, employing 3700 staff, with an output of over 3 billion prints per year. Prints and gift items are delivered by mail to 20 European countries.

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