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## **R. NICHOLS PUTS THE STYLE INTO GREEN WITH 100% RECYCLED GROCERY TOTES**

Orlando, FL – August 2007, It is becoming decidedly unhip to carry your groceries in a plastic bag. R. Nichols to the rescue with his new 100% Recycled Grocery Totes. Consumers are looking to be part of the environmental solution and using a reusable tote bag to carry home goods and groceries is a great start. No paper or plastic needed. R. Nichols took the reusable grocery tote idea one step further and designed a tote that is not only 100% recycled but also stylish and hip. Large iconic R. Nichols images are screen printed on the super soft totes which feature a long black handle. R. Nichols believes as long as we are doing our little part for the world, why not do it with style?



The idea of using a tote that was 100% recycled (80% Post-Industrial Recycled Cotton, 20% Post-Consumer Recycled Plastic) appealed to R. Nichols. “I looked into Organic Cotton and while it was nice, I loved the idea of using fabric completely recycled” said designer R. Nichols. “It seemed like the best contribution to sustainability.” R. Nichols initial line of grocery totes are available in four styles, *Bumble Bee*, *Eggplant*, *Squirrel* and *Shopper*. These four styles provide a range of images that appeal to a variety of consumers. Totes are washable and easily fold up for storage. R. Nichols grocery totes are made in the U.S.A. and may be purchased at [www.r-nichols.com](http://www.r-nichols.com). Retail price is \$24.00 each.

Communities are beginning to take a look at the impact of plastic bags, the petroleum used to make them and their impact on the environment. San Francisco was the first city in North America to ban the use of plastic grocery bags in supermarkets and drug stores. Plastic grocery bags have also been outlawed in South Africa, Taiwan and Bangladesh while Ireland imposes a plastic bag tax.<sup>1</sup> The R. Nichols grocery tote is the perfect solution as more and more cities adopt this anti-plastic mantra. This is one bandwagon that R. Nichols is proud to jump aboard.

R. Nichols is a stationery and design company owned by R. Nichols Hanzlik. R. Nichols provides stationery and home products to consumers and retail stores internationally. R. Nichols is also the illustrator of *French Women Don't Get Fat* and *French Women For All Seasons* by Mireille Guiliano. The entire R. Nichols collection may be viewed at [www.r-nichols.com](http://www.r-nichols.com).

<sup>1</sup> Source: [www.npr.org](http://www.npr.org), 3/14/07