

Script n° 2

Durée vidéo : 2'50

Retro Bags

You want to make a product that is what we call cradle to cradle. Basically you could take our bags and plant them back into the ground and they'll biodegrade.

Next time your ask for paper or plastic when grocery shopping simply answer neither.

Hi, I'm Veronica of watchmojo.com we're taking a look at Retro bags which are flourishing in the Eco Friendly Market

Veronica : If that many people are bringing reusable bags to the grocery store but they're filling them up with plastic from produce how to find a solution to this ?

Judy Lazar : I went shopping one day and I realized like I was watching everybody take the fruits and vegetables to the cash and put the vegetables into plastic and it didn't make sense. So I said okay I know what I'm going to do, I'm going to make a bag that's for for fruits and vegetables that can be reused.

This is our produce bag and it's our premier product and its washable, 100% organic cotton they're washable and you go to Farmers Market and get some mud on it so they're washable and everybody likes that .Another thing market shopping or maybe for what we have like bulk stores, we sell bulk bags you can put any type of loose beans and tea ... when shopping at the bakery we make baguette bags that are reusable bags, they don't have to use the paper bags. This is called the European market shopper and everybody every time they see this bag they comment « oh my grandmother carried it back in Europe » we call it a retro bag. For kids lunches and to take to the office very stylish lunch bag, and to go into, the lunch bag, with maybe a little snack bags and also people use these for party favors and loose bags

Veronica : And another thing with you they're also very stylish so you're not embarrassed to walk around with them.

Judy Lazar : Exactly that's the point I mean a lot of people carry bags that are given away for free. I created bags that I felt something that I would use and I think the people will use them if they like them, if they're attractive if they're static, functional and yet our bags are really nice looking too.

Besides the produce bags and every day bag we also do a whole line of grocery and shopping bags and book bags for students so we have a nice big bag use it at the grocery store. We do all kinds of fun designs for that Scott and Candice. We also do organic cotton and this is a book bag it's good for laptops and carry your books to school, my kids do. This one here one of our most fashionable bags and it's a hundred percent hand. People love it it's nice and heavy and very very, it's actually the strongest fiber known.

Veronica : Do you want to leave us with any final words of advice on why we should really make this change ?

Judy Lazar : The number one thing that you can do is influence other people, being advocates and show that you use ... I'm very proud when I use my bags at the cash and I see everybody else using plastic so I think you should inspire and influence other people

Veronica :thank you very much