



ABOUT US



In early 2004, Andy Keller, now ChicoBag™ president, took a trip to his local landfill after spending the day landscaping his backyard. He was horrified by what he saw. Single-use bags were the dominant article at the landfill that day, blanketing the landscape in a thin mix of white and beige plastic. On his way home he began to notice *plastic bags everywhere*, caught in trees and on fence posts, half drowned in gutter puddles and blowing in the streets like urban tumbleweeds. That day Andy vowed to stop using single-use bags. Inspired, Andy dropped a few bucks on a second hand sewing machine and began sewing what would ultimately become the first ChicoBag™ brand reusable bag.

Andy understood that a reusable bag was only valuable if it was reused. He knew his challenge was larger than designing any ordinary reusable bag – this reusable bag needed to be designed to be unforgettable. It needed to be small enough to tote in a pocket and have features that allowed it to clip anywhere.

“This reusable bag needed to be *unforgettable*”



After countless hours, fabrics and prototypes the original ChicoBag™ brand reusable bag, complete with an integrated stuff pouch and attached carabiner, was born. Andy's reusable bags were first sold in 2005 on Earth Day at the Farmers Market in Chico, CA. Initially only available in white, the Original has evolved to include eleven color choices.



In 2008, we introduced trademarked rePETe™ products as part of ChicoBag's™ evolving effort to reduce our environmental impact. rePETe™ is a term we use to help our customers identify which ChicoBag™ brand products are made using recycled content. Every product with the rePETe™ logo is manufactured using recycled materials. Our rePETe™ products bring us one step closer to providing consumers with a closed loop solution.

Today our mission at ChicoBag™ is really quite simple - *we want to help humanity kick the single-use bag habit*. We believe we can best achieve our goal by delivering a wide array of reusable bags that deliver solutions to every lifestyle. Our commitment to the environment is what motivates us to come to work every day and drives us to provide a trusted brand and a portfolio of quality products aimed at helping humanity solve the environmental challenges ahead.



INFORMATION



OVERVIEW: The ChicoBag™ mission is to reduce single-use bag waste by offering compact reusable bags that are **designed to be unforgettable**. ChicoBag™ specializes in offering fashionable, environmentally friendly reusable shopping bags and lifestyle totes.

FOUNDER AND INVENTOR: Andy Keller, currently President of ChicoBag™

FOUNDED: April 22, 2005 (Earth Day)

HEADQUARTERS: 349 Huss Drive, Chico, CA 95928

WEB: www.chicobag.com

BLOG: www.bagmonster.com

SOCIAL NETWORKS: Facebook: <http://www.facebook.com/chicobag>
Twitter: <http://twitter.com/chicobag>

DISTRIBUTION: Whole Foods (National), REI, GreenFeet, Raley's and Bel Air, Vitamin Shoppe, Jewel, etc.

PRODUCT RELEASE DATES: Original – April 22nd 2004
Vita™ – August 1st 2008
Original rePETe™ – January 1st 2009
Messenger rePETe™ – August 28th 2009
Vita rePETe™ – September 21st 2009
Sling rePETe™ – September 21st 2009
Graphic Collections (Nature, Karma and Vintage) – September 21st 2009
DayPack rePETe™ – September 21st 2009

UNIQUE SERVICES: In addition to providing quality products aimed at helping humanity kick the single-use bag habit, ChicoBag™ also specializes in fundraising, activism/educational resources and creating custom printed bags. ChicoBag™ strives to offer tools and services that assist in educating communities about the reusable bag movement.

PARTNERSHIPS: ChicoBag™ has formed many partnerships with organizations who share our vision of helping humanity solve the social and environmental challenges ahead. Now more than ever it is imperative we work together toward common goals. We support many organizations each month by providing product donations, financial resources and educational materials that help them achieve their missions.

ENVIRONMENT: At ChicoBag™ we understand we can do more than provide humanity with the tools to kick single-use. We have instituted a number of programs, designed to make our business cleaner and our planet healthier. Our programs showcase the importance of recycling, repurposing and alternative transportation through-out our entire supply chain.



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UNIQUE TOOLS & SERVICES



CHICOBAG™ CUSTOM PROGRAM

Customizing ChicoBag™ brand reusable bags allows organizations to have their artwork or logo silk screened directly onto the bag. The artwork is placed on the integrated pouch and the open body of the bag. Our custom program combines the incredible popularity of the eco-friendly ChicoBag™ brand with viral marketing initiatives. Our custom ChicoBag™ brand reusable bags effectively promote organizations, while helping to align brands with leaders in social responsibility. We have produced bags for some of the world's leading businesses, environmental non-profits, television networks, and *thousands* of independent retailers across the country.



“Our custom program effectively promotes organizations”

EDUCATIONAL & HEALTHY FUNDRAISING

The ChicoBag™ fundraiser helps schools and organizations raise money while educating their community about the importance of reusable bags. Our fundraising program is an all-gain, *no-risk* project and is specifically designed for schools, non-profits, sports teams and groups looking to make a difference. With the health problems center stage, it is imperative for communities to find alternatives for legacy fundraising practices such as candy bar and cookie dough sales. The ChicoBag™ fundraiser is the perfect *healthy* alternative and in compliance with the federally-mandated School Wellness Policy. We have found that with awareness, ChicoBag™ brand reusable bag sales will increase and bring more money to the cause!

The ChicoBag™ team provides resources to supplement your fundraiser, including classroom curriculum, press release templates and of course, our Bag Monster®.



3rd graders of PS
115 sold over 1,000
reusable bags

Teachers Educating on the
Importance of Reuse



UNIQUE TOOLS & SERVICES (CONT.)



TEACHER RESOURCE CENTER

ChicoBag™ has worked with credentialed educators to create the Teacher Resource Center on our website. Here, educators can download resources, lesson plans and activities to accompany their healthy ChicoBag™ fundraising efforts. All activities fall into our **LACE (Learn, Action Research, Create, Engage)** Program. **LACE** is a set of culminating activities that educators can effortlessly tie into their current curriculum practices. **LACE** offers the necessary resources for educators to implement standard-based lessons which coincide with ChicoBag™ fundraising opportunities. These real-world strategies provide students with the tools they need in order to take action within their community through awareness, research and dialogue. These lessons can aid in reducing the negative impact plastic bags have on our environment and supports the notion of using reusable bags.



LACE lesson plans empower students to take action!



Students Create Fundraising Poster

LACE offers students engaging lessons that provide them with the necessary skills they need in order to meet state and national standards. These activities also provide students the opportunity to go beyond national and state standards by giving them the ability to use what they have learned, in order to begin taking action within their community.

TAKE ACTION

ChicoBag™ has made a commitment to help humanity kick the single-use bag habit. As a part of that commitment, we support efforts around the country to implement policies that limit single-use bags. Our Advocacy and Community Partnerships team can provide you with resources to **take action in your community!** It takes more than reusable bags to put an end to Bag Monsters®; it takes education, dedication and a commitment to the planet. We have created educational resources to keep communities up to date on the reusable bag movement and related environmental issues. The Take Action portion of our website is entirely dedicated to tips on how to get educated and involved. Learn the facts about plastic bags and what you can do to help.

Track the movement with our interactive map to see where Bag Monsters® are no longer welcome and in danger of extinction. Read our **Bag Monster® Blog** for weekly updates on the issues and funny pictures and videos featuring Bag Monsters® across the country. We provide easy steps to fight single-use bags.



OUR COMMITMENT TO THE PLANET

At ChicoBag™ we understand that there is always more we can do to help kick single-use. We have instituted a number of programs, designed to make our business cleaner and our planet healthier. Our programs showcase the importance of recycling, repurposing and alternative transportation through-out our entire supply chain. While we understand that we all have a long way to go to solve the environmental problems we face, it is our belief that by taking it one step at a time, we will make a difference.



CHICOBAG™ & GREEN AMERICA

ChicoBag™ has made it a top priority to become a member of Green America (formerly Co-op America). Green America is a 501(c)(3) non-profit organization dedicated to promoting green and fair trade business. We believe Green America holds us and many other businesses to the highest of social and environmental standards. ChicoBag™ has been qualified by Green America based on our involvement with the community, customer services, healthy workplace and the environment. Our commitments to each of these areas is evident through our unique partnerships and educational resources, product repurposing programs, waste-diversion policies and our promise to *help humanity kick the single-use bag habit.*

CHICOBAG™ PRODUCT MATERIALS

Our rePETe™ ChicoBag™ brand reusable bags are the next step in our evolving effort to provide society with a trusted brand and a portfolio of quality products aimed at helping humanity reduce single-use waste. rePETe™ is a trademarked term we use to help our customers identify which ChicoBag™ brand products are made using recycled content. Every product with the rePETe™ logo is manufactured with fabric that is **100% recycled PET.**

Other components of rePETe™ bags, like the cord and carabiner, are also manufactured using recycled materials. The term rePETe™ refers to recycled PET. PET (polyethylene terephthalate) is the dominant material used in plastic drinking bottle production and can be recycled into a variety of useful materials. Each rePETe™ product is printed with a materials statement that lists every recycled component used in manufacturing.



CHICOBAG™ FAIR LABOR

ChicoBag™ is a Participating Company (PC) of the Fair Labor Association. PC is the highest level awarded by the Fair Labor Association. The Fair Labor Association works collaboratively with colleges and universities, NGOs, and socially responsible companies to improve the working conditions in factories around the world.

As an FLA Participating Company, we hope to instill confidence with our suppliers, consumers and staff that we are committed to promoting and upholding fair labor standards in the manufacturing of all the products we sell.



OUR COMMITMENT TO THE PLANET (CONT.)



CHICOBAG™ PRODUCT LIFECYCLE

Repurposing bags at the end of their lifecycle is just as important as how we produce them. We feel it is our responsibility to provide our customers with a program to keep retired bags out of the landfill. *ChicoBag™ has an active repurposing program* with the intention of following the life-cycle of all our products. The ChicoBag™ Company has partnered with The Grateful Thread to repurpose any reusable bag that is no longer functional. The Grateful Thread is an initiative of Schuylkill Women in Crisis which serves victims of domestic violence and their families. Donated materials are sent to the Grateful Thread to be woven into beautiful hand-woven rugs. **These rugs are available on our website!**



100% of the proceeds are returned to The Grateful Thread!



CHICOBAG™ OFFICE

The average American contributes over **130 pounds of waste** to a landfill per month - the entire ChicoBag™ office contributes less than 30! Each employee is responsible for sorting their personal waste into the appropriate recycling, compost or landfill bins. With this system in place each employee's impact is less than a pound per month. Our compost is picked up by GRUB, our local CSA (Community Supported Agriculture) and used to support their program of providing our community with fresh, local produce.

All ChicoBag™ employees are encouraged to reduce their carbon footprint and improve their health by riding a bike to work.

Employees can enter their name in an inner-office drawing every day they arrive to work through a carbonless commute. Each month, the carbonless commute drawing is held for a cash prize – the more entries an employee has the better the odds to win the prize!



REMARKABLE PROFILES



ANDY KELLER, PRESIDENT



President and founder of the ChicoBag™ Company, Andy Keller has a gift for developing simple product solutions to large environmental issues. Keller invented the first ChicoBag™ brand reusable bag in 2004 as a response to an overwhelming encounter with loose plastic bags at the landfill. His entrepreneurial spirit coupled with small business expertise has contributed to helping millions of people start a healthy reusable bag habit with unforgettable ChicoBag™ brand products.

Keller received a Bachelor of Science in Business Administration with an emphasis in Marketing from California State University, Chico. Keller oversees all operations including sales, marketing, finance and production. He has set company standards to ensure ChicoBag™ is always progressing forward in areas of social and environmental responsibility. Prior to founding the ChicoBag™ Company Keller worked in real estate. Keller's achievements are no surprise to anyone who has known him since he was a child. At age 8 Keller started his own business recycling neighborhood cans, bottles and newspapers followed by his first real job at a fabric and drapery store. Both of these experiences were setting an early stage for the ChicoBag™ Company. Today, still with no shortage of inspiration or focus on sustainability, Keller continues to lead the ChicoBag™ Company on a mission to help humanity kick the single-use bag habit with new innovative products.

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CORY HANOSH, OPERATIONS MANAGER



Cory Hanosh is a specialist in Operations and Sales Management with over 15 years of high level management experience in small to medium size companies. In addition, Hanosh has many years of International business development and looks to help ChicoBag™ increase their foothold in the overseas markets.

Hanosh came to ChicoBag™ in mid-2009 and made an immediate impact streamlining processes and procedures. Prior to ChicoBag™, Hanosh worked for a manufacturer of video magnifiers for people suffering from low vision in the capacity of Worldwide Sales and Operations VP. Hanosh has a Bachelors of Science in Psychology and enjoys making the world a better place through his work at ChicoBag™, and in his spare time Hanosh enjoys teaching martial arts.

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REMARKABLE PROFILES (CONT.)



ELIZABETH 'BETH' MULLINS, FINANCE & COMPLIANCE MANAGER



Beth Mullins is the ultimate strategist in crafting effective financial solutions in the world of small and medium business. Mullins joined the ChicoBag™ team in 2009 and immediately hit the ground running implementing new financial plans and policies, controlling costs and adhering to budgets as well as managing all aspects of Human Resources. Mullins builds on the entrepreneurial spirit of the ChicoBag™ Company in all her structural changes and recommendations.

Mullins comes to ChicoBag™ with a Bachelor of Science in Business Administration and 20 + years of Chief Financial experience. Prior to ChicoBag™, Mullins worked for a company with affiliates in the USA, Europe and Middle East. Mullins has many years of experience working and traveling internationally. Now she and her husband have set personal travel goals to explore the planet in search of the world's finest beaches. Mullins' experience and appreciation of culture and travel contributes to her understanding that we are all connected – an understanding that is at the core of all ChicoBag™ values.

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WES McMAHON, MARKETING MANAGER



Wes McMahon was the first individual ever hired to the ChicoBag™ Marketing department. Joining a small company that was growing rapidly, McMahon successfully created a foundation that would eventually foster every ChicoBag™ marketing and communication project.

He has resourcefully lead the company in industry research, product development, marketing communications, and brand development. He has built a trusted brand and a portfolio of quality products aimed at helping humanity kick the single-use bag habit. McMahon has a Bachelor of Science in Business Administration and Marketing. Prior to joining ChicoBag™, McMahon was a Category Manager for the J.M. Smucker Company, working directly with R.W. Knudsen Family® and Santa Cruz Organic® brands. McMahon has devoted years developing an expertise in brand management, marketing analytics, and merchandising. The transition to ChicoBag™ was natural as both companies parallel in their commitment to quality products that promote a healthier planet.

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PARTNERS



ChicoBag™ has formed many partnerships with organizations who share our vision of helping humanity solve the social and environmental challenges ahead. Now more than ever it is imperative we work together toward common goals. We support these organizations by providing product donations, financial resources and educational materials that help them achieve their missions. Large or small, we know these organizations are outstanding and hope you do too.



BIONEERS

Bioneers is a nonprofit educational organization that highlights breakthrough solutions for restoring people and the planet. Bioneers are an emerging culture of social and scientific innovators who are mimicking nature's operating instructions to serve human ends while enriching the web of life. ChicoBag™ has partnered with Bioneers to ensure the reusable bag movement moves forward with some of the most progressive and innovative minds of our time. Show your support by purchasing a Bioneers ChicoBag™ brand reusable bag today!



YWCA

Strengthened by diversity, the YWCA draws together members who strive to create opportunities for women's growth, leadership, and power in order to attain a common vision: peace, justice, freedom, and dignity for all people. ChicoBag™ shares this vision and together with Healthy Green Goods became a premier sponsor of the 10th annual Race Against Hate in Evanston, IL.



GORGEOUSLY GREEN

Gorgeously Green author Sophie Uliano offers "going green" lifestyle choices that are simple and fun in her book, Gorgeously Green: 8 Simple Steps to an Earth-Friendly Lifestyle. Topics range from shopping and cooking to beauty and fitness and everything in-between. Be the first to own the uber-functional, stylish, and sustainable alternative to single-use plastic and paper bags! The Gorgeously Green ChicoBag™ brand reusable bag features the title and artwork from her book.



EARTHSHARE

EarthShare is committed to making support of our environment as easy as possible by giving you simple, effective ways to donate to the environmental and conservation charities you care about. ChicoBag™ and EarthShare have partnered to create a Pay it Forward kit to inspire ChicoBag™ fans to share the habit. The kit includes two ChicoBag™ brand reusable bags - one for you and one to pass onto a friend!



HEAL THE BAY

Heal the Bay is a nonprofit environmental organization dedicated to making Southern California coastal waters and watersheds safe, healthy and clean. For nearly two years, ChicoBag™ has been partnering with Heal the Bay to advocate for a statewide bag fee in California which would result in a significant reduction in the use of single-use bags and keep plastic out of our ocean.



GREEN APPLE FESTIVAL

Green Apple Festival is America's largest Earth Day Celebration! Their mission is to involve audiences of all ages in celebrating Earth Day, raising local and environmental awareness, educating individuals on environmental issues, hosting cultural events suitable for a wide and varied audience, and providing tangible benefits to local communities and environments. Green Apple Music Festivals occur simultaneously on Earth Day in 10 major cities around the nation. This Earth Day ChicoBag™ was a contributing sponsor and provided Bag Monster® volunteers in 10 participating cities with custom Green Apple Music Festival ChicoBag™ brand reusable bags to hand out to all the amazing event volunteers!



PARTNERS (CONT.)



RUN FOR CONGO WOMEN

Run for Congo Women is a grassroots run or walk or bike or swim or bake or pray fundraiser for Women for Women International's Congo Program. It has blossomed into a global movement with a very simple message: Congolese lives matter. The lives of Congolese women are significant. The lives of Congolese children are precious. They have waited far too long. They are worth our effort. We are running to help. ChicoBag™ is a proud sponsor of the Morrison Colorado 5K and 10K run.



TREESWING

Treeswing's Green Halloween program promotes safe, healthy and eco-friendly Halloween festivities. Children ages 1-13 are encouraged to enter our contest by submitting an original drawing best depicting the spirit of a Green Halloween! The contest winner will have their artwork printed on a custom ChicoBag™! As Halloween approaches you can find this custom ChicoBag™ brand reusable bag in our Limited Edition collection. A portion of the proceeds will be donated back to Treeswing.



THE GRATEFUL THREAD

The Grateful Thread is a business initiative of Schuylkill Women in Crisis that provides job training opportunities for victims of domestic violence. The Grateful Thread utilizes donated fabrics to weave, knit, crochet and sew new products. ChicoBag™ doesn't want any reusable bag sent to a landfill and has an active repurposing and recycling program for all brands and types of reusable bags. Any retired bag can be sent to ChicoBag™ to be repurposed into new products. All ChicoBag™ donations are repurposed into products that are for sale on our website. We do not mark up any costs on these products and 100% of the proceeds are sent back to the Grateful Thread. Your purchase of these products directly supports victims of domestic violence.



ALGALITA MARINE RESEARCH FOUNDATION

Algalita Marine Research Foundation is a Long Beach, California-based non-profit marine research and education organization. AMRF is dedicated to the protection of the marine environment and its watersheds through research, education, and restoration.



NORTHWEST HARVEST

Northwest Harvest is an organization based in Seattle, WA whose mission is to fight hunger in Washington in a manner that respects the dignity of the people they serve. Staff at the Cherry St. Food Bank pioneered a new "Bag it Better" program which provides reusable bags to clients instead of disposable ones. ChicoBag™ is a proud sponsor of this unique program.

More ChicoBag™ Friends....

[Surfrider Foundation](#)

[Habitat for Humanity](#)

[Day Without a Bag](#)

[Pink Ribbon Round-up](#)

[San Francisco Ocean Film Festival](#)

[Colorado Preservation](#)

[Waterkeeper Alliance](#)

[Down Syndrome Association of LA](#)

[Nature's Bounty](#)

[Monterey Bay Aquarium](#)

[Boys and Girls Club - Chico](#)

[Klean Kanteen](#)

[Celebrate Green](#)

[Healthy Green Goods](#)

[Save our Shores](#)

[Whale Quest Kapalua](#)



BAG MONSTER®



Volunteer

500
Single-Use
Bags



Single-use bags are easy to spoof since they're such a bad idea, so ChicoBag™ invented Bag Monsters®. The Bag Monster® is a costume worn by a volunteer to visually show the impact single-use plastic bags have on our environment. **Bag Monster® suits are the perfect satirical, educational tool for teachers, activists and anyone looking to educate their community about the importance of reuse!**

Each costume is decked out with 500 plastic bags, the average amount an American uses in one year. ChicoBag™ believes change can be made through grass-roots activism and supports organizations all over the nation by loaning out Bag Monster® costumes.

ChicoBag™ also manages the Bag Monster® blog as a way to highlight events and actions involving the Bag Monster®. It is also a forum to keep communities updated with the latest on bag research and legislation.

www.bagmonster.com

SINGLE-USE BAG FACTS

- The average American uses between 300 and 700 plastic bags per year.
- The world's largest landfill can be found floating between Hawaii and San Francisco. Wind and sea currents carry marine debris from all over the world to what is now known as the Great Pacific Garbage Patch. This "landfill" is estimated to be twice the size of Texas and thousands of pounds of our discarded trash, mostly plastics. Each year hundreds of thousands of sea birds and marine life die from digested plastics mistaken for food. — National Geographic News
- Each year the United States consumes 30 billion plastic and 10 billion paper grocery bags, requiring 14 million trees and 12 million barrels of oil. — National Cooperative Grocers Association



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