

## Client Case Study: Brathay Trust

### Challenge:

Provide Brathay Trust with a bag for their event goodies that is reusable and recyclable.

### Solution:

Brathay Trust came to Duo UK as they wanted to provide their event participants with a goodie bag that was reusable and recyclable.

Duo UK provided Brathay Trust with a carrier bag made from 100% recycled polythene thanks to Duo UK's closed loop recycling facility.

Closed loop recycling is the process where waste polythene is returned back to its raw pellet form. The recycled pellets are then fed directly back into the manufacturing process to produce a new recycled packaging product. The new product is also recyclable in the same way continuing the loop.

By choosing recycled material Brathay Trust avoided the use of virgin material equivalent to the embodied carbon saving 2.621t CO<sub>2</sub>e per 1 tonne.

The bag featured a message encouraging the participants to re-use the bag and recycle it once it is at the end of its life.

Find out more about closed loop recycling [here](#)

