

Case Study

It's My Bag!

Bemused by the number of plastic bags freely handed out in the UK and seeing the benefits of reusable bags for both business and the consumer, Leanne Dal Santo and her partner Matthew Lewis decided to set up their own custom designed eco bag company, smartbags.co.uk.

It is estimated that 10 billion plastic bags are issued in the UK each year, even though most are reused at least once, reduction in consumption would have a positive impact on the environment, freeing up the natural resources used in manufacture and reducing landfill in disposal.



Smartbags bags are not only an excellent sustainable substitute to plastic bags; they can also be used as a marketing tool, printed with a logo or slogan or sold as a product line. Originally from Australia, where reusable bags have been popular for years, they see the market in the UK growing in the same way, Leanne says “reusable bags are destined to become main stream in all areas of retail, not just for supermarkets. Businesses will embrace them for conferences, exhibitions and general promotion rather than the traditional plastic or paper ones that invariably end up in landfill rather than reused.”

Eager to get their business off the ground, Smartbags approached [Enterprise Enfield](#) earlier this year for help and guidance with their business plan and marketing. Leanne explains:-

“Enterprise Enfield provided the focus needed and the motivation required to ‘get out there’. My Business Adviser suggested we list Smartbags on appropriate web and trade directories, and we are already seeing the benefit. He made me feel confident that this is a real business opportunity and provided the practical knowledge and expertise needed to get it off the ground.”

Smartbags.co.uk offers a range of products including 7 different types of bags and bag accessories. Smartbags is generating many enquiries through the website – having picked up a number of useful tips on optimizing their site at the agency’s ‘Driving Traffic to your Website’ seminar. However, Leanne is conscious that any new business shouldn’t just rely on just a website for marketing, she advises:-

” Do not leave it all up to your website, no matter how well designed. You also need to get out there and talk to people, use your existing contacts as well as networks.”

For more details on Smartbags products contact them on:

Telephone: 020 8242 4468

Web: www.smartbags.co.uk

Address: 483 Green Lanes, Palmers Green, London N13 4BS