



Entrepreneurs Create Fashionable, Reusable Bag

The holiday shopping season has arrived, which means countless plastic bags will likely end up in the trash. However, for those looking to Go Green, a new reusable bag is not only eco-friendly, but fashion-forward. Jackie Blansfield, of HowGreenIsYourBag.com, said that out of the 380 billion plastic bags used every year in the U.S., less than 2 percent are recycled.



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On Earth Day this year, Blansfield and her friend Leslie Douglass decided to make a bag that was not only environmentally friendly, but trendy as well. "We're targeting people that are more fashion conscious ... they see these and think they are really cute. I think they are surprised once they really get them and see how functional they really are," said Douglass.

The bags have been designed to carry a lot of weight and can easily carry a small load of groceries, the women said. The Green entrepreneurs have already sold nearly 1,000 bags, and one happy customer said she uses the bags for a lot more than groceries. "I use it wherever I go. If I have to take children's stuff from one place to another, I fill the bag. If I have to take something back to a department store, I put the stuff back in that bag," said Laurie Stovall. "I have two or three in my car at all times."

The bag, made of Jute, looks a lot like paper but is much stronger, and Blansfield and Douglass said they designed the bag to do everything a paper bag can but be much stronger.

On The Web: HowGreenIsYourBag.com