



The pouch your bread comes in and your shopping bag are made from the same material.

So if it's good, it cannot be harmful.

Plastics - the most environment friendly and safe packing material for your bread.

For more information visit www.icpeenvi.nic.in

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**Do not litter.
Plastics are recyclable.**

Bread is an important and one of the most consumed bakery products in the world including India. Bread provides nutrients like energy, protein, iron, calcium and several vitamins. Thus bread has an important role to play as a diet supplement for both adult and children. It is no longer considered as a luxury snack item but essential daily food component for an average Indian household. Bread falls under the category of 'Moist Bakery Product', which have high moisture content (> 12%), supple texture and high water activity with low resistance and have a tendency to go stale within a few days. Hence selection of the packaging material for bread products assumes high importance. The search for proper wrapping material for delivering bread safely & hygienically to the millions led to the use of polyethylene film. Today almost all bread is packed in plastics films – mostly polyethylene. Polyethylene is absolutely safe in terms of its use in contact with ready to eat or drink food products, drinking water and pharmaceutical packaging.

Normal plastic carry bags are made of the same material as that of Bread packaging film – Polyethylene. The attributes, which have made the use of plastics pouch safe for bread, exists for carry bags also. Still it is alleged that Plastics carry bags are not environment friendly. Consider these facts revealed by Life Cycle Impact Studies conducted by credible international organisations:

- Normal plastic carry bags consume only about 35% of energy compared to that required for manufacturing paper and compostable plastic carry bags.
- The weight of equivalent paper bags is 9 times more than plastic carry bags, which necessitates 10 times more transportation trips for paper bags consuming more fuel and thus causing more environmental pollution.
- Millions of trees would have to be cut every year to manufacture paper carry bags, if normal plastic carry bags are banned.
- Normal plastic carry bags manufacturing process consume only about 5% fresh water compared to that of paper or compostable plastic bags. In real terms, this saving can meet the drinking water requirement of millions of people.
- Plastic bags generate 60% less Green House Gas (GHG) Emission than uncomposted paper bags and 79% less GHG Emissions than composted paper bags. The saving is much more when the comparison is made with compostable plastic or jute bags.
- Plastics bags are recyclable. Paper bags also are recyclable; however it takes 91% more energy for recycling equivalent weight of paper than that of plastics. Compostable or jute bags are not recyclable.
- Paper bags generate 70% more air pollutants and 50% more water pollutants than normal plastic bags do during manufacture.
- Energy Saving during manufacture of raw materials, production and transportation of plastic bags compared to jute bags is 81%.
- Environmental Burden with respect to Air and Water pollution during Production of Raw Material and Bags for Plastic Bags is much less than that created by Jute bags.

Our poor littering habits coupled with inadequate infrastructure for waste management has created the disposal problem of solid waste, including the plastic waste especially in the urban areas. Discontinuation of Plastic bags is no solution and will rather multiply the problem many fold. This will add to the woes of common man as the so called alternatives are unviable, costly and place greater burden on the environment. The challenge facing us is to improve the solid waste management system and create awareness among general mass against littering.

The solution lies in Segregation of Waste at Source and arrangement for Recycling of all recyclable waste. Plastics Bags are 100% recyclable. Plastics Bags are Environment friendly.