



**Rocket
Badge**

A GUIDE TO ECO-FRIENDLY TERMINOLOGY

Making the shift toward more eco-friendly custom bags is a great way to reduce the impact your brand has on the planet. However, the term 'eco-friendly' can be used to describe a wide-range of products, materials and processes. Here, we break down some of the most commonly used eco-friendly terminology to help you work out the best option for your needs.

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General Eco-Friendly Terms

Not quite sure what makes a bag “organic”? Or are you finding it hard to work out the difference between biodegradable and compostable? The list below sheds some light on the most commonly used eco-friendly terms.



Biodegradable

Can be 100% decomposed into natural materials, avoiding pollution and harm on the environment.



Degradable

Can be broken down through chemical reactions rather than organically. Unlike biodegradable materials, degradable materials do not break down completely into organic material.



Recycled

Made from recycled materials from another source, giving a product a second life and reducing waste.



Recyclable

Can be melted down and made into a new material, creating a recycled product.



Organic

Fabric that is grown organically, without the use of synthetic chemicals, such as fertilisers or pesticides.



Compostable

Can be disintegrated into natural elements in a compost environment, leaving no toxicity in the soil.



Reusable

Can be used time and time again, eliminating the need for single-use plastics and reducing pollution.



Sustainable

Does not harm the environment or deplete natural resources. This can be applied to materials, such as jute, or within industrial processes.



Fairly Traded

Trade partnership that ensures fair prices, decent working conditions, local sustainability and fair terms of trade for farmers and workers in the developing world.



Eco-Friendly

Can be 100% decomposed into natural materials, avoiding pollution and harm on the environment.

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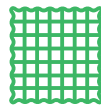
Eco-Friendly Materials

From plant-based materials to recyclable plastics, there are plenty of ways to create your custom bag from more eco-friendly materials. Below, we break down some of the most popular options.



Organic Cotton

When it comes to eco-friendly bag materials, classic cotton is a smart choice. As a natural fibre, cotton is more biodegradable than plastics and other non-natural materials. Organic cotton, especially, is a great earth-friendly alternative, as it limits the amount of toxins involved in the production process.



Canvas

Canvas offers similar benefits to cotton, but with added durability and sturdiness. Made from biodegradable cotton fibres, canvas bags can be used countless times and can carry around five times as much as conventional plastic bags, with much less impact on the planet.



Jute

Jute is one of the most eco-friendly materials we offer. This coarse, woody fibre comes from jute plants, which require little to no intervention to grow and replenish and matures every 4-6 months, making it a renewable material. As a fibre, jute is also biodegradable and compostable.



Non-Woven Polypropylene

Non-woven polypropylene (PP) is a lightweight, but sturdy material made from a by-product of the oil manufacturing process, making it more eco-friendly than plastic bags. It's also 100% recyclable and can be melted down, recycled and used again.






Woven Polypropylene

This is polypropylene's non-woven counterpart, which is fully recyclable and water resistant. Bags made from polypropylene can be recycled and used again to reduce the amount of waste produced.

Need some more information?

If you have any questions about creating an eco-friendly bag, please get in touch with us! Our team of bag experts are happy to help.

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