

59500, 80-59500 Large Brown Bag Tote & 59510, 80-59510 Medium Brown Bag Tote

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80-59500

Trim Colors: Black, Red Dk. Green, Dk. Blue

**“U-Color”
 Designs available!
 www.AAkronline.com
 for options**



59510

Trim Color: Black

◀ Target Markets ▶

- Grocery stores
- Libraries
- Kid’s Programs
- Community Organizations
- Gift Shops

◀ Selling Ideas ▶

• A Zoo held a Kid’s Day event that encouraged reading and involved learning about the animals. The Medium Brown Bag Tote was imprinted with a scavenger hunt map and held instructions and a box of crayons. The children received a bag as they entered and used the crayons to mark-off each stop on the map after finding it. Every check point offered a reward or learning incentive, such as coloring books, stickers, & flash cards, all which could easily be carried in their bags. The grand prize for completing the hunt was a National Geographic Kids subscription.

• In celebration of their newly designed logo, a small town grocery store sold the Large Brown Bag Tote at their checkout counter. To encourage recycling, the store offered a 5% discount when the customer brought the bag back and reused it on future shopping trips. The generously sized bags have a plastic insert for added support, making them a great alternative to traditional shopping bags.

