



THE EVOLUTION OF THE SHOPPING BAG

Over the last two centuries, as daily life has spilled out of the home and into the streets and shops, consumers have needed bags to contain the goods they carry home. From the basic brown sack to its more sustainable counterpart, the canvas tote, consumers have relied on the shopping bag. SAC à BAGUETTE™ is the newest generation in a long succession of carry-alls, packing more function and style into its canvas and leather seams than its paper and plastic ancestors. Just how has the little paper bag evolved into this fresh, finer form? Let's take a look back at the history of the consumer's best friend, the shopping bag.

19TH CENTURY BEGINNINGS In 1852, Bethlehem, Pennsylvania schoolteacher Francis Wolle invents a machine to produce lightweight, envelope-like paper bags. With the success of the machine and bags, he goes on to found Union Bag and Paper Company.

NEW AND IMPROVED! While working in a Massachusetts paper bag plant, Margaret Knight notices that a flat-bottom bag would make packing groceries much easier. In 1870, she invents a machine to produce the flat-bottom paper bags, similar to those we see in supermarkets today.

S.O.S. Unhappy with the paper bag's inability to stand on its own, Charles Stillwell of Philadelphia patents a machine to produce paper bag with pleated sides in 1883. He calls it the Self-Opening Sack (or S.O.S.), and it has remained a staple in grocery stores ever since.

20TH CENTURY CHANGES In 1908, Minnesota grocer, Walter H. Deubner notices his customers struggling to carry their purchases, limiting the amount of goods they could buy. In 1912, he patents the Deubner Shopping Bag - an improvement on the general paper bag that employs the use of a cord for added strength, and can hold up to seventy-five pounds of groceries. Deubner's invention comes just in time. Four years later in 1916, the first self-service grocery store opens in Memphis, TN, the Piggly Wiggly.

PAPER OR PLASTIC? A newcomer arrives on the scene. Suddenly, its modern counterpart, plastic, overshadows the paper bag. Beginning in 1977, the plastic bag becomes the bag of choice for shoppers hauling groceries home.

THE ECO-MOVEMENT In 2007, in the midst of concerns for the environment, Anya Hindmarch introduces the "I'm Not a Plastic Bag," to overwhelming success. Shortly afterwards, eco-supermarket Whole Foods releases several recycled-plastic versions of the reusable-shopping tote.

THE SAC-A-BAGUETTE MOMENT In 2010, the SAC à BAGUETTE launches. Its debut forever changes the face of the shopping bag, as it elevates the reusable, sustainable tote to a new style height - a truly fashionable and functional accessory for the modern shopper.





fresh market tote system

SAC à BAGUETTE™ is designed by Marybeth Shaw of Shaw Jelveh Design, LLC, and distributed through Local Global, LLC. Shaw Jelveh Design is a full-service design firm offering graphic design and branding, architecture, interior design, environmental graphics, product design and website design. www.shawjelveh.com

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