

Press release

New product from The Sustainable People: Recycled Poop Bags in small roll format | Made in the EU | Blue Angel certified | At least 80 % post-consumer recycled plastic waste (PE)

Hamburg, April 25th, 2024

Just in time for Interzoo 2024, The Sustainable People is presenting a major innovation:

The latest version of TSP Recycled Poop Bags in small roll format is made from at least 80% post-consumer recycled plastic waste (PE) in the EU and is certified with the Blue Angel.

This is a huge step forward, as the Hamburg-based company has been working for years to be able to manufacture this product in Europe. For a long time, the challenge was that there were no suitable machines in Europe that would have enabled economical and high-quality production. After hundreds of hours of work, coordination with various partners and suppliers, countless optimisations and no fewer than 45 tested material mixtures, the joy of having found an excellent solution is all the greater.

But that's not all: the new version is certified with the Blue Angel. The TSP Recycled Poop Bags in small roll format meet the requirements of the "DE-UZ 30a" award criteria. This means that this product from The Sustainable People range can now also bear the internationally recognized and one of the most demanding ecolabels in the world. The Blue Angel has been the German government's ecolabel for over 45 years. Independent and credible, it sets demanding standards for products and services that are as eco-friendly as possible. The Blue Angel provides guidance when shopping and serves as a label for products that are more eco-friendly than other products of the same use. Further information on the Blue Angel can be found [here](#).

The EU version of TSP Recycled Poop Bags in small roll format is made from at least 80 % post-consumer recycle (PE), just like the previous version. This conserves resources, as no new crude oil has to be extracted for the raw material and because significantly less CO₂ is produced when recycling PE compared to the production of new granulate.

As post-consumer recycle (PE) is relatively difficult to process, the corresponding films are usually thicker. However, the Hamburg-based company has managed to produce bags made from post-consumer recycle in the same film thickness as the inexpensive bags made from conventional plastic (PE virgin pellets). Just like the previous version, the new version of TSP Recycled Poop Bags still has a film thickness of 15 micrometers. In this way, no unnecessary material is wasted and valuable resources are conserved.

Post-consumer recycle is waste after use. This means that the waste - which is later reused to manufacture products - is first generated by private households, industry or commerce (in their role as end consumers). Post-consumer waste is, for example, plastic packaging that has been correctly disposed of by consumers in private households in the Yellow Sack (collection of recyclables).

The Sustainable People

The use of post-consumer recycle makes an important contribution to resource conservation, since primary plastics are substituted and those that have already been used at least once are reused in products. Purchasing such products also contributes to boosting sales and thereby boosting the recycling of post-consumer plastic waste. This is also so important because the proportion of post-consumer waste in plastics processing is still very low. In Germany, for example, this value is only 9.1 % (cf. CONVERSIO Market & Strategy GmbH, [Stoffstrombild Kunststoffe in Deutschland 2021](#)).

But in addition to the many environmental aspects, the TSP Recycled Poop Bags in small roll format also impress in terms of quality down to the smallest detail: this starts with the excellent tear-off perforation and the pleasantly quiet design of the film. It goes without saying that the bags are still leak-proof and tear-resistant and are even slightly more stretchy than before. They are also characterised by a pleasant feel. This and the large design (23 x 33 cm) make it easy and safe to dispose of dog waste. The tight winding of the bags on the roll should also be worth mentioning - this saves space. The practical rolls fit in almost every jacket pocket and in many dispensers. The packaging is made from "FSC Recycled" certified material.

Adjustments have also been made to the design of the packaging and bags. Particularly noteworthy is the new, varied and somewhat more playful design of the bags.

In principle, dog waste bags should always be disposed of in accordance with local waste disposal regulations. As a rule, due to pathogens that may be contained in dog excrement, this is the route via the residual waste with subsequent thermal recycling. As long as it is ensured that the poop bags are always disposed of correctly (i.e. residual waste), it can be said quite clearly that recycled PE is a good material from an ecological point of view - at least as long as fossil raw materials (e.g. crude oil) are still used to generate energy. This is due to the fact that PE burns residue-free to form carbon dioxide and water in waste incineration and a lot of energy can be gained thanks to the high heating value of PE.

Brief description of the product:

- Made in the European Union
- Certified with the Blue Angel
- Made from at least 80 % post-consumer recycled plastic waste (PE)
- Significantly less CO₂ emissions during production than fresh PE made from new granulate
- Resource-saving, as no new crude oil has to be extracted for the recycle
- High heating value and clean combustion of PE in the waste incineration plant (residue-free to water and CO₂)
- Tear-resistant, pleasantly quiet and leak-proof
- Pleasant feel, excellent tear-off perforation
- Tight winding of the bags on the roll and therefore space-saving
- With cardboard roll core
- Thick (15 micrometres)
- Large version (23 x 33 cm)

The Sustainable People

- Easy and safe disposal of dog waste
- Practical roles fit in almost every jacket pocket and in many dispensers
- Packaging (box) made from „FSC Recycled“ certified material
- Inexpensive alternative to TSP Biodegradable Poop Bags

The Sustainable People will be presenting this major innovation at its Interzoo stand in hall 3, booth number 3-337e. Further information on the following online channels:

- Website: thesustainablepeople.com
- Instagram: [instagram.com/thesustainablepeople](https://www.instagram.com/thesustainablepeople)
- Facebook: [facebook.com/TSPBags](https://www.facebook.com/TSPBags)
- YouTube: [youtube.com/@thesustainablepeople](https://www.youtube.com/@thesustainablepeople)
- LinkedIn: [linkedin.com/company/thesustainablepeople](https://www.linkedin.com/company/thesustainablepeople)

For press inquiries

The Sustainable People GmbH
Sören Meissner
+49-(0)40-36930255
meissner@thesustainablepeople.com



About The Sustainable People

The Sustainable People GmbH is a manufacturer of eco-friendly designed innovative everyday products in the areas of pet supplies, waste disposal and packaging. To keep the environmental impact of plastic as low as possible, the following approach is taken: the materials used are made of biodegradable, bio-based or recycled/recyclable plastic to conserve resources and protect the environment.