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**TWO CALIF. COMPANIES PARTNER TO READY CUSTOMERS FOR BAN ON  
SINGLE-USE PLASTIC GROCERY BAGS STARTING AUGUST 1<sup>st</sup> IN THE CITY OF  
LONG BEACH**

*New law means customers can bring own bags or purchase paper, reusable bags at checkout*

Long Beach, CA -- As of August 1<sup>st</sup>, a new law passed by the City of Long Beach bans single-use plastic grocery bags, giving grocery stores in Long Beach the option of selling reusable bags or paper bags for a minimal fee.

For customers of Carson-based independent grocery stores owner KV Mart, which operates 25 stores, 3 in Long Beach under the Top Valu Super Market and Buy Low banners, that means if they forget to bring bags from home, shoppers will need to purchase them at checkout.

And thanks to a partnership with an innovative California-based manufacturing company that has developed durable, reusable plastic bags that are also recyclable, customers at three KV Mart stores affected by the City's ban will have the option to purchase these special bags for 15 to 25 cents.

Reusable plastic bags developed by Roplast Industries not only meet the environmental concerns spurring the ban, but also meet customer needs for an affordable, sturdy bag with a handle, that can be washed easily for better hygiene, and can be used at least 125 times.

To give customers an idea of what a reusable plastic bag is like, KV Mart is offering a bag give-away with minimum purchase on July 29, 30 and 31 at its three stores affected by the ban. (For a photo of the bags, click on <http://www.roplast.com/Press>. Press release is titled "Long Beach County Single-Use

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Reusable plastic bags

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bag ban starts August 1<sup>st</sup> ).

With hundreds of smaller convenience-type stores getting ready to comply with the second part of the Long Beach and Los Angeles County ordinance as of January 1, 2012 (and cities like Malibu, Calabasas, and Unincorporated Los Angeles Co. already having a ban in place; Santa Monica starting on Sept. 1), Roplast prides itself on making plastic bags that meet not only the letter of the new laws, but the environmental concerns driving them. Therefore, the Roplast bags are specifically designed for reuse, recyclable, and certified by Sustainable Green Products (<http://sustainablegreenproducts.org>).

The KV Mart bags have at least 60% recycled content, with 30% of the content Post Consumer Recycled Plastic or (PCR), and are printed with water-based inks instead of solvents. When the bags are recycled, they are used to make more bags or other products.

“PCR is really the key to eliminating waste, and avoiding using new resources to make reusable bags,” said Roplast spokesperson Darrell Costello. “We take plastic that has finished its life span and was headed for the waste stream anyway, and we turn that into resin and use it to make more bags. KV Mart needs to be applauded for choosing to use bags with PCR—that is really the best choice in reducing environmental impact.”

Roplast Industries’ fully integrated manufacturing and corporate office facility is located in Oroville (Northern California), and employs 120 full time workers. “California-made bags such as Roplast’s, provide a closed loop system for eliminating waste and have only a short distance to travel, reducing road congestion and helping air quality,” Costello added.

For more information, visit [www.roplast.com](http://www.roplast.com). For more information about KV Mart, visit [www.kvmart.com](http://www.kvmart.com).

For information about the actual ordinance passed by the Los Angeles County Board of Supervisors, and a list of stores affected, click on:

<http://www.litterfreelb.org>

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#### **About KV Mart**

KV Mart Co. is one of the largest independent grocery store chains in Southern California and has been serving communities throughout the area for over 30 years. They are one of the largest minority-owned companies in the Los Angeles area, and employ 1,800 people.