

# PAPER STRAW GROUP

## REFRESHINGLY ECO



Thank you for registering your business for the Surrey Straw Switch, please find below all the details for the campaign.

### **Surrey Straw Switch**

The Paper Straw Group is thrilled to be teaming up with your local Council and Surrey County Council in the fight against single use plastics.

The campaign will launch in March and our aim is to help all businesses swap from plastic to paper straws – or if you have paper straws - switch to British made, 100% plastic free, stronger straws.

Each district will have their own dedicated date that will be communicated to you.

**Woking Borough Council** is the first council in Surrey to be taking part and the Big Switch day will take place on **Thursday 28<sup>th</sup> March 2019** in the Town Centre.

**Surrey Heath Borough Council** is the second council in Surrey to be taking part and the Big Switch day will take place on **Friday 29<sup>th</sup> March 2019** in the Square.

### **What is the Surrey Straw Switch Campaign?**

The Surrey Straw Switch campaign has been set up to help businesses improve their sustainability and reduce waste and to make Surrey the first county in the UK to be plastic straw free!

Paper Straw Group will give every participating business a complimentary starter pack and want to make this one of the biggest initiatives and talked about changes of 2019. We will promote all businesses in the switch via our marketing channels and the council marketing channels and on our websites. We are aiming to involve local and national media to cover the switches as they take place. It would also be great to see the switch on your social channels too as its rolled out too.

### **Who are Paper Straw Group?**

Paper Straw Group manufacture premium paper straws right here in Woking, nothing is imported from China therefore instantly reducing the carbon foot print. The paper, the glue and ink are only sourced from British companies and as we use better quality paper than the imports, the straws are stronger than most you will find on the

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market. We are part of a 3<sup>rd</sup> generation family owned print company, with great customer service and an outstanding knowledge of paper!

At Paper Straw Group, we understand a few places have started to use paper straws, but customers are not always happy with their durability, so we are here to help give businesses and customers a better, stronger and more Eco-friendly paper straw.

Our straws can be recycled, composted or they will biodegrade in 60 days - leaving no trace on the planet and leaving you 100% conscience free.

### **What's in your starter pack**

- 250 eco paper straws
- Eco straw dispenser
- Window sticker to show you are part of the switch
- Poster for your counter top
- A Business Information pack
- Preferential business rates on all future orders

### **What do you need to do now?**

Now you have registered all you need to do is make sure you have a member of your team free to come and collect your start pack from us on the day. If this is not possible please do let us know as we can arrange a special delivery.

We would love it if you could let your customers know that you are part of the Surrey Straw Switch, via social media using #paperoverplastic and of course please tag us in at

Facebook: [facebook.com/paperstrawgroup](https://facebook.com/paperstrawgroup)

Instagram: [instagram.com/paperstrawgroupuk](https://instagram.com/paperstrawgroupuk)

Twitter: [twitter.com/Paper\\_Straw\\_UK](https://twitter.com/Paper_Straw_UK)

LinkedIn: [linkedin.com/company/paper-straw-group](https://linkedin.com/company/paper-straw-group)

Please share with us your social pages and we follow and link up all posts about the Surrey Straw Swap. Also, please feel free to invite any key team members within your business to be part of the day.

If you have any other questions, please do not hesitate to contact Jemma Moreau on the details below.

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