



HOME

THIS WEEK'S GOOD NEWS

COUNTDOWN TO 2010

NEWSLETTER

Search this site

Enter keyword

Search

Bags for positive change



Friday, 13 June 2008



The Give-it-Bag makes a socially conscious fashion statement

A German couple with a love for South Africa has started a bag company in Cape Town with the hope of making the world a slightly better place.

Regina Borth's and Phillip Ruther's Give-it-Bag company produces trendy multipurpose bags from polypropylene sacks used primarily in the shipping of goods such as rice, coffee, and sugar.

Fifty percent of the money made from sales goes towards addressing various social issues in Cape Town.

Among those who have benefited from Give-it-Bag sales are children in Khayelitsha who received soccer balls, scholars in Lesotho who have received stationary and books and scores of refugees in Cape Town who live by the harbour, waiting for permits.

One of Give-it-Bag's more recent social projects has been to assist with the purchase of eye lenses and equipment for cataract operations, bringing sight to elderly people in Cape Town.

Based on the philosophy of 'Pay-it-Forward', the company encourages everyone who buys a bag to also do a good deed of their own, whether big or small. Borth and Rother believe that many small acts of kindness can lead to huge positive change.

The Give-it-Bag website allows anyone who has bought a bag to submit a comment regarding a good deed they have done. The idea is to inspire and be inspired. With sales taking place locally as well as through the internet, the website is slowly becoming a world wide network of positive people sharing positive deeds.

"In order to cure the 'sickness' of the planet, we need to practice the philosophy that says what goes around, comes around," says Borth.

From an environmental perspective, the Give-it-Bag company puts what would otherwise be wasted polypropylene sacks to good use. While the sacks do not poison the environment after disposal, they do take a long time to deteriorate.

"[The sacks] come into Cape Town from all over the world," says Borth "They then get delivered to factories before they just become rubbish."

Borth, with the help of local manufacturers, helps convert the sacks that once contained rice from Thailand or sugar from Brazil, into fashionable bags.

Bags are available in different designs and sizes. For more information, visit www.giveitbag.com