



Give your brand a 100% green face with printed cotton bags!

What happens when you combine an item designed to **replace plastic** with the **eco material par excellence**?

Companies still entrust one of their most important tasks to **printed cotton bags**. That is, to **promote the brand**. To have achieved this popularity, they must certainly have been very **effective** in hitting the goal. Not only that. They keep on doing so taking **no step back** from other promotional products. What is their secret?

Printed cotton bags and the public: an item in high demand

**Personalised tote bags** are the **perfect ally** for any company, store or brand. Everyone needs a bag in which to **store their accessories**. For this reason, customers and employees will be happy to receive one as a gift. Nowadays, we are constantly looking for **green alternatives** that help us in the fight to save the planet. This only contributes to making the personalised shopping bag the item that **everyone wants**.

Moreover, it is very **unlikely to lose popularity** in the coming years. This makes it a perfect promotional product, because it will keep up with the times **even after a long period**. Last but not least, as it won't go out of fashion, it will be used and appreciated by those who wear it and by those around them. The tendency to use a custom shopping bag is **constantly growing**. You may prefer the classic ones made of cotton or rather go for **promotional eco-friendly tote bags** – which are made with **recycled materials**. Someone may have an interest in **custom polyester bags**. In any case, it is likely that they will advertise your brand not only in a **durable** way, but with an **increasing effect** as well. This is due to the fact that your corporate gift **will respond to the growing interest of the audience**.

Printed cotton tote bags: twice eco-friendly, twice a success!



The custom shopping bag is the **symbol** of the fight against climate change. It's a practical way **of tackling plastic pollution** and **educating** consumers to a different ethic than the disposable use. So, **branded paper bags** and tote bags convey a very strong message. While this is valid for every type of shopping bag, it is certainly true for **printed cotton tote bags**.

To answer the question at the beginning, creating an eco-friendly item with a natural material gives life to a **doubly sustainable** product. By choosing a printed cotton tote bag, you will **emphasise** how much you care about the environmental cause and show that you are ready to **commit** to remedy. Having your mind focused on your work but **looking at the outside world** in the meantime is of utter importance for a brand. It is decisive in the way the audience **perceives** it, because consumers will get attached to you only if you touch them emotionally. What better way than to contribute to an **issue that affects everyone** and to **invite consumers to be a part of it**?



Why are they so popular? Simple corporate gifts with a thousand resources

The **reasons** why a company or store may choose a printed cotton bag are several. There are other bags made with **natural fibres**, such as [custom hemp tote bags](#) and [personalised jute shopping bags](#). These models are more **refined**, suitable for a company that wants to **amaze** and show **innovation**. Printed cotton bags, in general, are characterised by a **widespread** material, a **simple appearance** and an excellent **value for money**.

*Cotton: a guarantee of quality*

The **material** is of the highest importance when you are choosing your promotional products. It determines their **qualities** and **appearance**, affecting the printing techniques that can be applied as well. Cotton is a **guarantee**. Natural fibre par excellence, it has been used since ancient times to craft clothing, towels, hats



and other accessories. Its **gentle** touch on the skin makes it one of the most coveted materials. Cotton gives security, because it is **lightweight** and ensures **quality**. Plus, it's **hypoallergenic** – which makes it perfect for kids as well. Winning the hearts of **children** means earning their parents' trust. A printed cotton bag in their hands can **advertise your company in a brilliant way**.

*Cotton bags: simple corporate gifts waiting for your customisation*

Cotton – besides being a safe and always appreciated choice – gives the shopping bag a **simple** and **soft** appearance. Printed cotton bags are perfect for **any type of target**, because their **delicacy** makes them suitable for any situation and a **great match for the most varied looks**. The design is **more basic** than, for instance, that of [personalised canvas tote bags](#). However, you should not see it as a limit at all. On the contrary, it offers endless **possibilities of customisation**. You can choose a **linear** and clean print, which will be in line with the background, or to **embroider** it, so as to make it more **elegant**. But you can also venture a **more detailed graphic** and **bright colours**, which will **stand out** against the white background of the tote bags. Some printed cotton bags are **colourful**. They combine the lightness of the material with the **expressive force** of the colour.

Simply put, the world of printed cotton bags is **waiting to be explored**. Although they are simple and very common, these models can be **customised in any way** to achieve the effect you wish. For this reason, **each company can choose these personalised tote bags**. They will always have a **more than positive feedback**.

Give Away Printed Cotton Bags: Some Tips on How To Make The Most Of Them

You have chosen your printed cotton bags, but **when** is it best to give them away? There are many options. Printed cotton tote bags are **always useful** and can be given both **alone** and **together with other corporate gifts** – a quality not to be underestimated.



## *Shopping Bags for Purchases: When to Give Away Printed Cotton Bags to Your Customers*

**Stores** are perhaps the number-one fans of personalised tote bags when it comes to promotional products. Giving **customers** your branded shopping bags **when they purchase a product** is a winning strategy from every point of view. They have one more quality than those that make the tote bag a high-level promotional product. They are **used immediately**. So, the customer will be able to ascertain its **effectiveness as soon as received**. Printed cotton bags lend themselves very well to this type of use both for their **simple** look and for their excellent **value for money**.

Another perfect context to give printed cotton tote bags is at **fairs**. A brand can distribute them in addition to the **products sold**, or as a **corporate gift** to offer to visitors. The latter can use them **during the event** or **store** them in the bag. In this case, it can be a good idea to focus on a **special** model, one which has an extra touch to it. It's the ideal opportunity to give free **personalised folding shopping bags**, which can become **very small**. As they do not take up much space, customers will certainly appreciate these corporate gifts for their **comfort**.

## *Printed Cotton Bags and Other Promotional Products: Ideas for All-Green Corporate Gifts*

An original idea for fairs and events is to craft **complete gift packages**. Printed cotton bags are very helpful in this case. Thanks to their **capacity** and **low cost**, they can be **combined** with other promotional products to create a unique corporate gift. Cotton tote bags can contain **any type of accessory**. However, by choosing **promotional eco-friendly products**, you will give an image of **coherence** and convey your **green initiative** with even greater force.

For instance, you can put in your printed cotton tote bags:

- **Personalised eco notebooks** – useful for everyone and increasingly **fashionable**.
- **Branded eco pens** – to be **combined** with notebooks or other green stationary.
- **Custom eco-friendly kitchen products** – ideal for brands that are active in the **catering industry**.

The idea of a complete gift is perfect for your **employees**, too. Completing the corporate gift with a printed cotton tote bag will make it **easy to carry**, as well as offering **two promotional products in one move**.

