

## Plastic Free Dorchester Business Case Study

### Loving by Nature

Loving by Nature sells baby and children clothes, including reusable cloth nappies.

### What plastics were eliminated?

An environmental ethos was central to business owner Charlotte Loving when she set up Loving by Nature. The plastics eliminated include:

- Replacing Sellotape with paper tape
- Replacing plastic carrier bags with paper bags
- Using recycled tissue paper
- Printing flyers on recycled card
- Eliminating cellophane from a greeting card supplier
- Using wooden and metal hangers

She has asked suppliers to stop sending clothing in plastic bags and says they are working towards sourcing an alternative. The shop has little waste and Charlotte gives any cardboard and plastic bags to the antiques centre next door to reuse for their customers.

### Charlotte says:

'It's a no brainer not to do this. We all should be getting involved and doing our bit. The question we should be asking is why business are not doing anything. If they can think of a good reason why they shouldn't be doing it I'd like to hear it. Cost wise the alternatives are the same and everything is accessible.

'Make sure you read between the lines on what you are buying and be wary of companies trying to pull the wool over your eyes. It's important to be aware of the difference between recycled and recyclable.

### Top tip

Just go for it, it's not hard. You don't have to pay more for things if you shop around online.



For more information or to get involved in the Plastic Free Dorchester campaign, contact Edd Moore: [emoore@damers.dorset.sch.uk](mailto:emoore@damers.dorset.sch.uk)