

Buttsout™ helps smokers take responsibility for cigarette litter

Cigarette litter is the UK's biggest litter problem. It accounts for over two thirds of all the rubbish on UK streets, a staggering 122 tonnes is dropped daily, and 98% of town and city centres cite it as a major issue. Now, a new personal ashtray brand, ButtsOut™, is available from Budgens and Londis stores throughout the UK to provide a simple solution to this growing social and environmental problem. ButtsOut is a quirkily designed box for cigarette ends that fits ergonomically in the hand and snugly in the pocket for use outside when an ashtray is not to hand. It's readily affordable (suggested retail 99 pence),

it's fire resistant, easy to use and truly personal. When a lit cigarette is placed inside, it's immediately extinguished and when full, the container is easy to empty and clean, ready for use again. CSR Solutions, the company behind ButtsOut's UK launch, worked closely with Blue Marlin Brand Design, who serve as branding consultants and have worked on the ButtsOut identity, pack graphics and communications materials.



ButtsOut

Tel: 020 7471 6330
www.bluemarlinbd.com

56