

Imperial tackles litter

Imperial Tobacco has announced that it will be distributing the ButtsOut personal ashtray with immediate effect. Already available from Londis stores at 99p, ButtsOut is a new, quirkily designed box for cigarette ebutts that fits ergonomically in the hand and snugly in the pocket for use outside when an ashtray is not to hand. It's a simple solution and as shown by local councils who have adopted ButtsOut in over 500 cigarette litter campaigns worldwide, it has proved highly effective in reducing cigarette litter.

In the UK, some 122 tonnes of cigarette litter is dropped daily and Keep Britain Tidy estimate levels have doubled since the smoking ban was introduced in 2007, making it the UK's number

one litter problem.

"We're pleased to support ButtsOut" says Steve Stotesbury, Imperial Tobacco's UK corporate affairs manager. "While litter is a matter of individual

responsibility, we see personal ashtrays as an important part of the answer in promoting considerate and responsible behaviour in the disposal of cigarettes."

Phil Barton, Chief Executive of Keep Britain Tidy, welcomed the announcement. "We're

delighted to see Imperial Tobacco's leadership and taking positive action in engaging with adult smokers in raising awareness of littering and providing alternative disposal solutions. With smoking litter doubling since the smoking ban, this initiative is doubly welcome!"

