

RELEASE 3 AUGUST 2009

BUTTSOUT FOR CLEANER STREETS!

CSR Solutions has joined forces with the country's leading tobacco company, Imperial Tobacco, to make available the ButtsOut™ personal ashtray - an innovative new way of disposing of cigarette ends.

ButtsOut is a quirkily designed fire-resistant box that fits ergonomically in the hand and snugly in the pocket, for use outside when an ashtray is not to hand. It's already available at Budgens and Londis stores at 99p and as from today will be added to Imperial Tobacco's price list.

Charlie Hamshaw-Thomas, Principal of CSR Solutions Limited and the driving force behind ButtsOut's UK retail launch explains: "it's a simple solution which has already proved to be hugely popular with consumers - both smokers and non-smokers - in cigarette litter campaigns, over 200 across the UK and 500 worldwide. Those campaigns have been very effective in reducing cigarette litter and delivering cleaner streets and pavements."

With cigarette litter being a massive problem here and across the world - Keep Britain Tidy estimate that an astonishing 120 tonnes of smoking-related rubbish are dropped every single day - it seems ButtsOut is set to become a must-have for smokers following the introduction of fines of up to £80 for dropping cigarette butts on the street.



Charlie adds "our objective is to change what smokers do with their litter and we're delighted Imperial Tobacco, the country's leading tobacco company, are helping to achieve our objective of making ButtsOut available everywhere cigarettes are sold."

"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 CSR Solutions and Imperial Tobacco taking positive action in engaging with smokers in raising awareness of littering and providing alternative disposal solutions. With smoking litter having doubled since the smoking ban, this initiative is doubly welcome!"

- Ends -

contact details:

CSR Solutions Ltd - tel 01225 731 355

Charlie Hamshaw-Thomas - mob 0772 3031358

www.csrsolutions.co.uk

CSR Solutions is a specialist corporate social responsibility (CSR) consultancy set up in 2006 to help businesses and other organisations develop and implement CSR led strategic and business solutions in a range of areas including environmental litter



Clearer thinking