

EXHIBIT 1

[HOME](#) [PRODUCTS](#) [CUSTOM](#) [FUNDRAISING](#) [INFO](#) [RESOURCES](#)

ABOUT US

[Back to Info](#)

ChicoBag™ Company is equipping humanity with tools that will help eliminate the environmental damage caused by single-use paper and plastic bags. We have done this by designing reusable bags that are durable, tasteful and most importantly unforgettable.

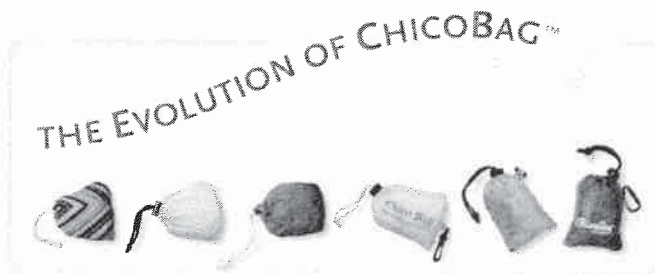
We believe addressing even the largest of problems starts with small solutions.

OUR STORY

In early 2004, Andy Keller, now ChicoBag™ president, took a trip to his local landfill after spending the day landscaping his backyard. He was horrified by what he saw. Single-use bags were the dominant article at the landfill that day, blanketing the landscape in a thin mix of white and beige plastic. On his way home he began to notice plastic bags everywhere, caught in trees and on fence posts, half drowned in gutter puddles and blowing in the streets like urban tumbleweeds. That day Andy vowed to stop using single-use bags. Inspired, Andy dropped a few bucks on a second hand sewing machine and began sewing what would ultimately become the first ChicoBag™ brand reusable bag.

Andy understood that a reusable bag was only valuable if it was reused. He knew his challenge was larger than designing any ordinary reusable bag - this reusable bag needed to be designed to be unforgettable. It needed to be small enough to tote in a pocket and have features that allowed it to clip anywhere.

After countless hours, fabrics and prototypes the Original ChicoBag™ brand reusable bag, complete with an integrated stuff pouch and attached carabiner, was born. Andy's ChicoBag™ brand reusable bags were first sold in 2005 on Earth Day at the Farmers Market in Chico, CA. Initially only available in white, the Original has evolved to include eleven color choices.



In 2008, ChicoBag™ introduced trademarked rePETe™ products as part of an evolving effort to reduce our environmental impact. rePETe™ is a term we use to help our customers identify which ChicoBag™ brand products are made using recycled content. Every product with the rePETe™ logo is manufactured using recycled materials. Our rePETe™ products bring us one step closer to providing consumers with a closed loop solution.

ChicoBag™ is now an industry leader in the compact reusable bag movement and a leading innovator of fashionable, lightweight, bags and packs that can be easily stuffed into an integrated pouch. ChicoBag™ delivers a wide array of reusable bags that are meant to deliver solutions to every lifestyle. Our commitment to the environment drives us to provide a trusted brand and a portfolio of quality products aimed at helping humanity solve the environmental challenges ahead.



Bag Monster® at the Landfill



The 1st ChicoBag™ Sale!

Farmers Market - April 22, 2005



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