

ButtsOut cleans up in the UK

UK: Budgens and Londis are helping to tackle the growing cigarette litter problem by providing consumers with the ButtsOut personal ashtray.



click it, don't flick it!

ButtsOut

The ButtsOut ashtray

With the proliferation of indoor smoking bans worldwide, cigarette litter has become an increasing global issue – cited by some as the world's largest environmental litter problem. In the UK alone, over 122 tonnes of tobacco-related rubbish hit the streets every day and ENCAMS' Keep Britain Tidy has quoted a 43% increase in litter in England since the smoking ban began in July 2007.

The ButtsOut personal ashtray is a box for cigarette ends that fits in the hand and in the pocket for use outside when an ashtray is not to hand. It's readily affordable and fire resistant. When a lit cigarette is placed inside, it's immediately extinguished and when full, the container can be emptied, ready for use again.

Personal ashtrays have been integral in the success of cigarette litter campaigns worldwide. Endorsed by the world's top five tobacco manufacturers, government and public opinion are calling for the wider use and availability of personal ashtrays.

Simon Clark, Director of

smokers' lobby group, Forest commented: "There are over 10mn smokers in the UK who enjoy smoking a legal consumer product and part of Forest's mission is to encourage smokers to be considerate to those around them. Using a personal ashtray is an excellent way of demonstrating responsible smoking."

Charles Hamshaw-Thomas, Principal of CSR Solutions and the driving force behind ButtsOut's UK launch concluded: "Our objective is to change what smokers do with their litter. Making personal ashtrays available everywhere where cigarettes are sold is integral to achieving that change. If we're to rid the UK's streets of cigarette litter, they need to become part of the public's psyche."

