

Personal ashtray launch

Cigarette manufacturer Imperial Tobacco has joined forces with CSR Solutions to launch a personal ashtray brand.

Butts Out is a pocket-sized ashtray with a flip lid that has been designed to help tackle the growing litter problem in the UK. It is made from heat resistant and fire-retardant plastic, allowing users to place lit cigarettes in the box to extinguish them.

Despite 122 tonnes of litter being dropped on UK streets every day, twice as much as before the smoking ban, research by CSR Solutions suggested that 42% of smokers don't regard cigarette butts as litter, compared to 16% of non-smokers who think the same.

"Litter is a matter of personal responsibility and we see personal ashtrays as an

important part of promoting responsible behaviour in the disposal of cigarettes," said Steve Stotesbury, corporate affairs manager at Imperial Tobacco UK.

The intention is that the Butts Out ashtrays will be available to buy everywhere that cigarettes are sold, including pubs and bars.

"As smokers have to go outside to enjoy a cigarette, licensees are going to come under more pressure to ensure the area around their venues remains litter free," said a CSR spokesman.

The launch will be supported with local marketing, and a national awareness campaign in conjunction with Keep Britain Tidy is also in the pipeline.

PoS, posters, and table talkers are also available for retailers stocking the range.

