

Product Alert
04 June 2007



Ashcan, this summer's must have

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Ashcan is launched in time to save smokers thousands of £'s in fines

Ashcan, a unique patented portable ashtray is designed to keep our streets clean and help smokers avoid litter fines when smoking outside due to the indoor smoking ban from 1st July 2007 in support of the environmental campaigns by Keep Britain Tidy.

Ashcan will be available from 4th June in Tesco stores across the UK.

Smokers today are bombarded with a growing number of messages to clean up their act. Now that they will be forced on to the streets to smoke, the amount of cigarette litter on our streets is due to rise dramatically.

Until now, smokers have had little choice but to re-enforce their bad name by dropping their cigarette butt on the ground. In doing this they risk an £80 fine and are doing untold damage to the environment.

Ashcan offers these conscientious smokers a choice, a way to enjoy their habit and care about their surroundings.

- On 1st July Government will introduce smoke free legislation across the UK.
- Cigarette littering is against the law, carrying an on the spot fine of £50-£80, with most councils charging £75.
- Every day UK smokers throw away about 200 million butts
- Cigarette litter is present on 80% of England's streets
- Available through Tesco stores nationwide
- Endorsed and promoted by the Keep Britain Tidy poster campaign from Monday June 4 to encourage all smokers and businesses to take responsibility for cigarette ends. Posters will appear on bus stops, billboards and phone boxes across England.



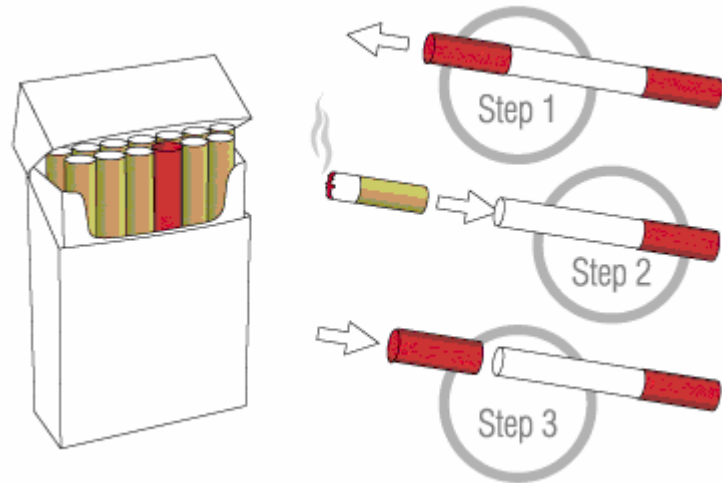
What is Ashcan?

Ashcan is discreet, attractive, practical and safe. It fits neatly into a cigarette packet, taking up exactly the same amount of space as one cigarette.

Ashcan is airtight so it both extinguishes a lit cigarette in seconds and traps the odour inside. It is made from aluminium and flame retardant plastic, both recyclable.

Keep Ashcan in your cigarette packet.

1. Remove airtight cap.
2. Slide lit cigarette butt into Ashcan.
3. Replace airtight cap and in seconds the cigarette is extinguished.



Ashcan will be on sale at Tesco from 4 June and will cost £1.20.

Contacts

For further information / Use of pictures / Samples / Interviews

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Ends

Websites



www.ideageneration.co.uk

www.ashcan.co.uk

For:

- Online Press Office
- Client list
- Company contact detail

ashcan[®]

the portable ashtray

PRESS RELEASE (Page 1 of 2)

SMOKEIT • CANIT • BINIT

Portable ashtray launches in stores across the UK
Embargoed until 00:01 hours Monday June 4th

To coincide with the forthcoming government ban on smoking in public places, today sees the launch of Ashcan, the portable ashtray that offers smokers a simple way to extinguish and dispose of their cigarettes.

Tesco will become the first national store ever to stock a portable ashtray, with over 550 branches throughout England selling Ashcan. Meanwhile, Keep Britain Tidy, also launches their nationwide awareness campaign, encouraging smokers and businesses to take responsibility for cigarette litter and to pick up an Ashcan from a local branch of Tesco.

Ashcan is designed to fit neatly into a cigarette packet. Made from aluminium and flame retardant plastic, users needn't extinguish their cigarette first – simply remove the airtight lid, insert the lit butt into the tube, replace the cap. Ashcan will store up to 3 butts after which they can be safely and easily disposed of - no smell, no mess.

Supporting the Keep Britain Tidy campaign are 12 councils across the country: Birmingham, Bristol, Cambridge, Camden, Colchester, Cornwall, Leeds, Manchester, Milton Keynes, Stoke-On-Trent, Wigan and Wirral. Free portable ashtrays will be distributed, more cigarette bins will be installed in problem areas and local businesses will be encouraged get involved. Smokers found guilty of littering will be issued on-the-spot fines.

Alan Woods, Chief Executive of Keep Britain Tidy said: **“Smokers will think they are avoiding a fine by lighting-up outside. If they don't dispose of their cigarette stub responsibly, by putting it in a bin or portable ashtray, they are risking being issued with a fine of up to £80 for littering instead.”**

Smokers throw away 200 million cigarette butts every day and almost 80% of the UK's streets are littered with cigarette ends, 20% more than five years ago, with the clean up bill standing at £200 million, just for cigarette stubs.

Ashcan Director Lucy McNeill says: **“Ashcan is a simple but incredibly effective solution to the growing problem of cigarette litter. It's also a cheap way to enjoy your habit while feeling good about caring for the environment.”**

For more information, contact details and photos, please visit www.ashcan.co.uk

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the portable ashtray

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Press enquiries should be directed to Kate or Michael at Idea Generation on +44(0)207 749 6850

Notes to editors:

- Ashcan currently retails at £1.20 per unit and is sold at tobacco concessions at participating Tesco, Tesco Metro and Tesco Extra stores across England. For a full list of participating stores contact Ashcan.
- Ashcan was designed by Alastair McNeill, a British furniture and product designer, and developed by his wife, Lucy, former group director at London's Business Design Centre. Father of two, Alastair died from a brain tumour in January 2007, at the age of 35.
- The Keep Britain Tidy campaign is run by the independent charity ENCAMS.

Facts:

- An estimated 122 tonnes of cigarette ends, matchsticks and other bits of smoking litter are dropped every day.
- It can take between 18 months and 500 years for a stub to decompose.
- 40% of litter plaguing our streets is smoking related.
- The Clean Neighbourhoods and Environment Act 2005, specifically listed littered cigarettes, cigars and smoking products as being litter.
- Town and city centres suffer most from cigarette ends, second is local shopping and business areas (86%).
- In 2005, 47% of smokers who work said that there was an ashtray or cigarette bin provided in the smoking area.
- It is an offence to drop litter on public or private land under the Clean Neighbourhoods and Environment Act (2005).