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SEA BAGS
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Sea Bags Becomes First U.S.-Made Retail Manufacturer to Achieve GreenCircle Certification

Through its meticulous documentation process, GreenCircle Certified, LLC certifies the material used to make Sea Bags iconic Totes and Bucket Bags as being made from 100% recycled content from recovered sails and sail cloth.



PORTLAND, Maine (September 6, 2021) – Since 1999, [Sea Bags](#), the Maine-based designer and manufacturer of bags and accessories all made from repurposed sail cloth, has helped keep over 700 tons of old, unuseable or retired sails out of landfills. Today, the brand announced that [GreenCircle Certified](#) has verified that the material used to make Sea Bags Tote Bags and Sea Bags Bucket Bags is made from 100% recycled content from recovered sails and sail cloth material. The handles are made from virgin rope manufactured in the United States.

GreenCircle is an internationally recognized third-party certification entity whose thorough evaluation process provides independent verification that sustainability claims related to an organization's products and operations are honest, valid and verified. GreenCircle Certified sets the standard for accuracy and accountability regarding products made from upcycled materials.

“We are so proud that our two most popular products have been certified by GreenCircle for recycled content. While sustainability has always been at the heart of who we are, we have long recognized that brands cannot simply use the words ‘recycled’ and ‘sustainability’ in their mission without substantiated proof,” said Beth Shissler, President and Chief Sustainability Officer of Sea Bags. “This third-party audit, verification and certification with GreenCircle is really important because it aligns with our values, guides us into the future as a company and makes us better at what we do. We chose GreenCircle because we believe they are a

certification that consumers can trust and after reviewing their processes for certification we believe they have the fortitude to become a household name.”

To receive certification, Sea Bags went through a rigorous audit and assessment process, including an audit of their bills of material, processes and manufacturing locations. Sea Bags will undergo an annual recertification with GreenCircle as well as pursue additional product certifications in the near future.

“We applaud Sea Bags for achieving GreenCircle Recycled Content certifications for their Tote Bags and Bucket Bags,” said Tad Radzinski, Certification Officer at GreenCircle. “The Recycled Content certification was the first standard developed by GreenCircle in 2009 and has been used as a reference for a wide range of industry organizations. The marketplace is full of products with recycled content claims, but Sea Bags stands apart from the rest because they went the extra mile to validate their claims with third-party certification. Sea Bags is not only diverting a significant waste stream from landfill with the use of recycled sails in their bags, they are also contributing to the circular economy by extending the life of these sails. Sea Bags is demonstrating their commitment to transparency and to being a brand their customers can trust.”

While saving over 700 tons of sail cloth that was otherwise headed for landfills, Sea Bags is determined to have a larger impact in the future of retail manufacturing through meaningful partnerships, advocacy and inspiration -- all while continuing to craft and deliver one-of-a-kind handmade products.

Learn more about how Sea Bags was founded along with details on its [Sail Trade Program](#) - which took in nearly 16,000 sails in the last two years alone.

About Sea Bags

Incorporated in 2006, Sea Bags started by making fun, functional and stylish totes from reclaimed sail cloth in the historic Old Port district of Portland, Maine. Today, the company employs nearly 175 people - all dedicated to the mission of saving sails from landfills while creating a diverse line of totes, bags and home goods that feature material from recycled sail cloth. The extensive use of reclaimed sail cloth is unique to Sea Bags. Signs of hard sailing can be seen in Sea Bags creations, making them as individual and unique as their owner. As of 2021, Sea Bags iconic Totes and Bucket Bags are GreenCircle Certified for recycled content. The new Sea Bags flagship retail store is located on Commercial Street in Portland Maine, and the manufacturing headquarters and factory store is located around the corner on Custom Wharf House on Portland, Maine’s working waterfront - where you can see firsthand the bags being made. Company-owned retail stores are located in Maine, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Delaware, Maryland, South Carolina, Florida, Michigan and California. To learn more about Sea Bags and the stories their sails tell, visit www.seabags.com.

About GreenCircle Certified, LLC

GreenCircle Certified was established in 2009 after our founders encountered many unsubstantiated claims in the marketplace. GreenCircle is an internationally recognized third-party certification entity whose thorough evaluation process provides independent verification that sustainability claims related to an organization's products and operations are honest, valid, and verified. GreenCircle is ISO 17065 compliant, following industry requirements for bodies certifying products, processes, and services. GreenCircle is recognized by the U.S. Federal Government as a recommended Ecolabel for all federal purchasing, by the Association of Plastic Recyclers (APR), and the United States Green Building Council (USGBC) as a valid third-party certification entity. In today's discerning market, third-party certification is a valuable asset in establishing brand integrity and developing consumer confidence.