

13 July, 2018

FLYBUYS POINTS FOR CUSTOMERS WHO BRING OWN BAGS AT COLES

Coles Supermarkets are offering flybuys points to customers who bring their own shopping bags, as a way of saying thank you for making the transition from single-use carry bags.

From today until stores close on Tuesday 17 July, customers who bring their own bags when shopping at Coles supermarkets can simply swipe their flybuys card at the checkout to earn 30 flybuys points. The offer can be used once per day.

Customers who are not yet flybuys members can sign up easily online at www.flybuys.com.au or by downloading the flybuys app on their phone.

The offer is the latest measure taken by Coles to assist customers during the changeover to reusable bags, including:

- Investing in thousands of hours of additional customer service over the busy back-to-school period
- Complimentary bags for customers who forget to bring them from home or need a few extra to complete their shopping
- Refresher training for our team members on the best way to pack different shaped bags
- New racks at the checkout to accommodate a range of bag sizes.

"We're really grateful that our customers are increasingly bringing their own bags when shopping at Coles," said Coles Store Operations Director Paul Bradshaw.

"Offering flybuys points is a small way of saying thank you to our customers for making the switch to reusable bags."

Coles announced last July that single-use carry bags would be phased out in Victoria, New South Wales, Western Australia and Queensland, bringing those states into line with South Australia, Tasmania, the Northern Territory and Australian Capital Territory, where Coles already complies with government bans on single-use plastic bags.

For customers who forget to bring their own bags, Coles has a range of reusable bags available to buy, including the 15c Better Bag, which is made from 80% recycled materials and fully recyclable through the REDCycle bins available in every Coles supermarket – the biggest retailer-operated recycling program of its kind in Australia.

Coles has also introduced a range of Community Bags designed by Australian school kids, from which a portion of sales will be donated to our community and charity partners Clean Up Australia, Little Athletics, SecondBite and Guide Dogs Australia.

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For further information, please contact
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