

# A Future in Plastics

## ACI-NA partners with makers of Hefty to bring millions of free zip-top bags to airports

**E**ven before '3-1-1' became a Transportation Security Administration (TSA) catchphrase, Denver International Airport (DIA) took it upon themselves to supply plastic bags to passengers as a customer service at security screening checkpoints. DIA was one of several airports which invested in such bags to assist travelers in divesting smaller personal items prior to reaching security checkpoints.

Then came a new terrorism threat and with it a new restriction on carry-on items. The new three-ounce container and one-quart plastic bag restrictions went into place, ultimately causing enough confusion that the screening throughput had the potential to slow dramatically.

"As the holidays rolled around, many travelers went on their once-a-year airline trip to visit family," said DEN Terminal Operations Manager Janie Alsobrooks, noting that these novice passengers are not familiar, nor do they keep up-to-date with what the new regulations entail. "It was really slowing down the checkpoints here, as I know it was at other airports. Even after months of the new regulations, some passengers are still confused and they come to the airport with either no bag or gallon-sized bags the TSA won't allow through."

Upon viewing the abundance of news stories illustrating the confusion among airport personnel and travelers throwing away toiletries and other items last fall, Pactiv, the parent company of the Hefty brand, contacted Airports Council International-North America to partner and provide airports across the country with Hefty OneZip bags for distribution to travelers.

Lisa Foss, a spokesperson for Hefty products, said Pactiv first partnered with ACI-NA over the 2006 Thanksgiving holiday. Roughly 1 million bags were distributed to 115 airports across the country. The partnership was such a success that Pactiv offered another million bags for the peak December travel period as well--totaling a donation of more than two million bags in 2006. Pactiv has recently offered to partner with airports to provide for the Spring Break travel period and again expects to distribute over a million bags at the nation's airports.

"We look at the program as a win-win for the airports, the travelers and the Hefty brand," Foss said. "We are enabling airports to better serve travelers and keep traffic flowing through the airport security checkpoints. The Hefty bags help



ACI-NA has been working hand-in-hand with Pactiv, the parent company of the Hefty brand, to bring one-quart, zip-top plastic bags to U.S. airports.

travelers to comply with the TSA '3-1-1' carry-on guidelines and make the screening process easier and less stressful."

At DIA, Alsobrooks said when Hefty offered to donate 50,000 bags during both the Thanksgiving and winter holiday season, "we took them up on the offer and it helped us significantly. We added the bags they donated to the supply bags we bought to help speed up the screening process.

"With the bags Hefty contributed, passengers are moving through the checkpoints faster and ultimately happier. Several travelers have remarked that they really appreciate the bags because otherwise they would have to either toss their belongings or step out of line while they come up with an alternate plan."

With this success, DIA is one of several airports planning to again take Pactiv up on its offer for additional Hefty OneZip bags as the Spring Break travel season starts at the end of March. ■

**Airports interested** in participating in the ACI-NA/Hefty OneZip program should e-mail Pactiv's Joy Pineres at [jpineres@pactiv.com](mailto:jpineres@pactiv.com). For questions related to ACI-NA/Hefty OneZip partnership and other public safety and security programs at airports, contact Lydia T. Kellogg, ACI-NA's Senior Manager, Public Safety and Security, at [LKellogg@aci-na.aero](mailto:LKellogg@aci-na.aero).