

Mark Eichenbaum,  
owner/inventor  
explains the origins  
of his products.

A little more than 2 yrs ago I successfully debuted my invention, **The BAGGLER®**. We have since sold more than 1.4 million. It is a patented device that is sold in approximately 55,000 stores in 16 countries around the world. In that time we have helped many thousands of people carry their bags easily and more comfortably. Since the evolution of the product I realized several important elements.

1. We needed product lines that coincided with helping people carry their things easily & comfortably.
2. The reusable bag helps reduce the proliferation of plastic bags.

It was a happy marriage and I worked on developing a comprehensive reusable bag that was convenient to use. During the better part of 2008 we conducted market research that was used to create our newest product. We surveyed more than 600 shoppers that were using reusable shopping bags & totes. We learned the following:

1. People use reusable bags because they acknowledge that plastic shopping bags are a burden to the environment and a hassle to use.
2. Many people told us that their reusable bags were bulky. Many others said that their reusable bags were inconvenient to put away so that they would have them for future use.
3. They are constantly forgetting the bags when they return to the store. Their closets filled with bags. The reusable bags are in the bottom of their trunk under the golf clubs.
4. People would love compact shopping bags that were easy to keep on their person and have ready to use each time they entered the store.
5. Others said that when they left them in the vehicle they got buried in the trunk of used as floor mats which often made them dirty and unsanitary.

There were some other things, but these us the key elements. Hence, I developed BAGGLER Bags. **BAGGLER®** Bags are a very handy and logical alternative to bulky shopping bags & plastic bags. Our eco-friendly bags are durable and reusable. They are sanitary because they can be washed easily. **BAGGLER®** Bags have ergonomic handles that lay nearly flat in your fingers, and are more comfortable to hold. They are totally compatible with The **BAGGLER®** carry handle. Our stylish and attractive bags come in several awesome colors. Light weight and convenient, these bags roll or fold up easily, occupying very little space. **BAGGLER®** Bags come with a neat storage pouch called The **BAGGLER®** Bag Bag, that is so compact it can be carried in your pocketbook, coat pocket or console of your vehicle.

**BAGGLER®** Bags are a very convenient and logical alternative to plastic bags & bulky reusable shopping bags.



# The BAGGLER®

[WWW.THEBAGGLER.COM](http://WWW.THEBAGGLER.COM)  
207.441.4953

*Rolled up, each bag is  
about the size of a  
roll of quarters.*



## FEATURES & BENEFITS

- **Strong & Durable:** **BAGGLER®** Bags are designed to last and withstand the rigors of most shopping activities. Constructed of 210T non-woven fabric combined excellent workmanship each bag is capable of carrying 14 lbs.
- **Reusable & Eco-friendly:** These bags are meant to be used again and again. Using **BAGGLER®** Bags will help reduce the proliferation of plastic bags and help save our environment.
- **Washable & Sanitary:** These bags are simple to care for. They are made of fabric that is easy to wash and quick to dry. You will feel safe using these bags to carry fresh produce and meats. Get rid of unwanted dirt, mildew and stains from items that spilled or dripped into your bags. Wash contaminating detergent scents from previous use. You always want clean bags to carry your new purchases and important belongings.
- **Light weight:** Each bag weighs only 1.2 ounces.
- **Perfect Size:** Large enough to carry 3 large bottles of soda, these bags hold the right amount for most people to manage. **BAGGLER®** Bag dimensions are 18"H (including 3.5" handles) x 12" W with a 6" gusset.
- **The bag is tall but the handles are short** which means you can fit more inside the bag and still carry easily. These bags are not so long that you drag them on the ground.
- **Stylish & Attractive:** In addition to the fabulous colors, your **BAGGLER®** Bag Bag is a neat and stylish pouch that can be easily attached to your pocketbook or fits in your coat pocket. You'll like the alternative to walking into the store with your bags neatly stowed away in this pouch versus entering the store or mall with a bunch of bulky shopping bags tucked under your arm.
- **Compact & Convenient:** Rolled up or folded up easily/ occupying very little space. The Velcro strap keeps the bags rolled up and easy to put away. Several **BAGGLER®** Bags fit easily in The **BAGGLER®** Bag Bag zipper pouch. When you have unloaded your bags you can pack them away in the neat pouch. The entire package fits in a pocket, pocketbook or console of a vehicle. Using **BAGGLER®** Bags frees you from having to carry bulky clumsy & awkward shopping bags.