

RHDG

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RHDG Recycles Banners into Bags for SF Travel

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Riezebos Holzbaur Group (RHDG) is working together with SF Travel and Rickshaw Bagworks on a groundbreaking project to repurpose banners from their Pow Wow advertising campaign into cool new messenger bags. This innovative project will help SF Travel market San Francisco in a useful and environmentally friendly keepsake.

To ensure the bags turn out looking great, RHDG designed the Pow Wow advertising banners with vibrant details and worked closely with Rickshaw Bagworks, the company manufacturing the bags, to understand how the pattern of the bags will be cut out of the banners.

“When the banners are taken down after the campaign, we will work with Rickshaw Bagworks to take advantage of the best parts of the banner to make the most attractive bags,” said Jeff Musser, RHDG’s Creative Director.

SF Travel’s Pow Wow campaign banners will be printed on polyester made from recycled plastic bottles. Durable, water-resistant and stable, it’s advantage over the typically used PVC is that, unlike PVC, there is no release of poisonous gases from this material. RHDG, SF Travel and Rickshaw Bagworks hope this project will facilitate the transition from using PVC to recycled polyester in outdoor advertising.

For more information about the San Francisco Pow Wow please visit www.onlyinsanfrancisco.com/powwow2011.