

Myths vs Facts - 'Passing-the-Butt'

Table-Top Windproof Ashtrays, Wall-Mounted Ashtrays, Free-Standing Ashtrays, Personal Ashtrays

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Because the issue of smoking, and cigarette butt litter can be a contentious one, No BuTTs have compiled this info sheet to assist our customers by addressing some of the common myths and misconceptions associated with smoking and the increasing efforts being implemented around the world by eco-responsible organisations to reduce the problem.

Myth: If we sponsor the use of personal ashtrays aren't we in some way promoting smoking?

Fact: Absolutely not. You are promoting environmental protection, environmentally responsible trading, and good corporate citizenship. **People are going to smoke with or without an ashtray.** Obviously it's better 'with'. Progressive organisations who employ or cater to smokers are increasingly realising that it is in their direct interest to help reduce the cigarette butt litter caused by their staff, customers, guests, patients, passengers, patrons etc.

Myth: Providing personal ashtrays encourages people to smoke.

Fact: That is like saying that providing life-jackets on a boat encourages people to capsize it; or providing seatbelts in cars encourages people to have accidents... No-one ever looked at an ashtray and decided to take up smoking - or even continue the habit... The billions of butts littering our country is proof that smokers are going to smoke, with or without an ashtray.

Increasingly our clients are also printing a 'Quit Smoking' message (along with their logo, website, tel, etc) which actually encourages smokers to quit, each and every time they use their personal ashtray.

"The message is simple: 'Protect the environment and our corporate image - even better, protect your health and quit smoking'. We actually print "Protect your health - Quit Smoking" on our Personal Ashtrays. It's a very effective way to eliminate our customers butt litter whilst encouraging them to quit smoking whenever they use our portable ashtrays. We're not promoting smoking. We're encouraging them to quit smoking each & every time they use their Personal Ashtray.

Ray, Trek Tours

Myth: People shouldn't smoke in the first place so why should we invest resources in trying to reduce the inevitable problem of cigarette butt litter?

Fact: This has nothing to do with the issue of smoking. Everyone knows that smoking is bad for you. This has everything to do with doing whatever can be done to reduce or alleviate the problem created by 32 billion butts being discarded every year in Australia. The problem is prolific - but it doesn't have to be inevitable.

Myth: It will be too expensive to implement a successful & economical butt litter reduction campaign.

Fact: No Butts 'Mini-Butts' Personal Ashtrays cost around \$3 each and completely eliminate the problem, whilst simultaneously creating a very positive impression of your organisation and its commitment to environmental protection, and environmentally and socially responsible behaviour.

Myth: What's the problem? Butts just blow away and quickly break down in a week or two.

Fact: No they don't. Cigarette butts are toxic & take 4 -15 years to break down. They are toxic and poison our waterways and oceans which is where over 75% of discarded butts end up. Cigarette butts are the most littered item on the planet. Littered butts also cause fires. Every year property is damaged, wildlife is poisoned and people are killed as a direct result of fires started by discarded butts.

Myth: What our employees, contractors, students, staff, patients & visitors, etc do is not our problem.

Fact: Simply put, that is called "Passing the Butt"... If it's *you*/smokers who are tossing their butts away inappropriately then it is your problem. And that's not only bad for the environment. Affiliated butt littering can also seriously damage the corporate profile and public image of any organisation that ignores the issue of their smokers cigarette butt litter. No BuTTs have intelligent, effective and economical solutions to assist your organisation to enhance its profile by preventing the problem before it becomes everyone else's problem.

Our Clients include Shopping Centres, Airports, Coach & Cruise Companies, Property Managers, Banks, Hospitals, Hotels, Motels & Resorts, Restaurants, Sports Stadiums & Venues, Wharfs & Depots, Factories and over 25,000 organisations. **The problem is prolific... The solution is simple.**

To find out how we can assist your company, call, click or email us at info@nobutts.com.au