

# Ten reasons to kick your patrons butts.

1. From a corporate publicity position, it doesn't get much worse than the damage caused by Affiliated Butt Litter. That's the cigarette butt litter emanating from patrons, customers, guests, and employees and staff. 'Affiliated' smokers can either create a positive impression of a business - or a negative one. What smokers do does impact on every business's public profile.
2. Cigarette butts are the most littered item on the planet and take from 4-15 years to break down. They are toxic, poison wildlife and pollute our waterways. Every year people are injured or killed, property is damaged and wildlife and stock decimated by fires directly caused by discarded cigarette butts.
3. Cigarette butts look disgusting and spoil the appearance of any location. Butt litter attracts more butt litter. Today's smokers see yesterday's butts, so they litter too, and so on, and so on. Your staff have much better things to do than to have to pick up discarded butts one by one. Wall-mounted Ashtrays at entrances and outdoor smoking areas can dramatically reduce butt litter.
4. Most smokers like to do the right thing, but they can use some help. Putting a personal ashtray into the hands of your smoking customers, guests, patrons, visitors, etc, means that they can always do the right thing with their butts - wherever they are - and whenever they light up. That's good for the environment and your organisation's public image.
5. **If your establishment sells cigarettes &/or lighters you're already missing out on extra income. Over 25% of people purchasing cigarettes will also buy a personal ashtray - if and when it's available.**
6. Mini-Butts personal ashtrays make a sensational eco-friendly promotional product that will be seen, used and appreciated - and protect our environment - long after the smoker has left your location.
7. Mini-Butts are an excellent way of advertising your company's high standards of environmentally responsible trading. That fact is that your patrons - and staff are going to smoke either way. Making personal ashtrays available significantly reduces the problem of affiliated butt litter.
8. **At around \$2.00 each - including your logo - Mini-Butts are an economical, effective and sustainable way to ensure your customers and patrons are reminded of your business every time they use their Mini-Butts Personal Ashtray. Imagine that! They're thinking of you every time they use their ashtray.**
9. Mini-Butts are so effective at reducing the associated damage and costs of staff cigarette butt litter that over 2,500 Aussie companies now provide Mini-Butts to their smokers.
10. **Over 1,000 Hospitality based businesses are now on-selling their No BuTTs Personal Ashtrays to their patrons and customers for between \$3 - \$5 each.**

## Cigarette Butts ARE Litter. The world is not an ashtray.



"We're ecstatic with the response from our patrons to our new Logo Printed Personal Ashtrays. Every time someone buys a packet of cigarettes our staff also politely offer them a Personal Ashtray "for only another \$3.50!" At least 1 out of every 3 customers likes the idea and buys one." - Michelle Brady - Rocky's



"We sell a lot of cigarettes and lighters, and now we are also selling heaps of our logo printed Mini-Butts Personal Ashtrays. It's great advertising for our business." - Sally Smyth - The Railway Hotel

**Over 1,000 Australian venues are now on-selling Mini-Butts Personal Ashtrays to their patrons.**

Call: 1300-NOBUTTS



**Protect our environment.  
Promote your corporate image.**

Personal Ashtrays • Wall-mounted Ashtrays  
Windproof Ashtrays • Free-standing Ashtrays

