Λάρνακα, 25/02/2018

**ALREADY PIONEERS IN REDUCING THE USE OF PLASTICS, WE CONTINUE TO SET NEW AMBITIOUS GOALS FOR A BETTER TOMORROW!**

**Nine years ago we were the first company in Cyprus to incorporate in our company policy the innovative step of charging for plastic bags, with the underlying aim of reducing the mindless use of plastic and protecting our ecosystem. From the start we set high goals, even before these were imposed by law. At Lidl we invest in the gradual reduction of plastic packaging, while at the same time improving recycling capabilities.**

Beginning Monday, 25 February, Lidl Cyprus is the first company in its field to withdraw the 6-cent single-use bag from our stores and offer in its place a new recyclable bag, which consumers can get at any of our 17 Lidl stores and which can be used again and again and again, for responsible shopping!

The new bag consists of at least 80% material from recycled consumer goods and is 100% recyclable.

By using this bag consumers help reduce rubbish, as well as decreasing CO2 by up to 40% compared to bags made of raw materials.

**Lidl Cyprus never stops breaking new ground:**

• We will reduce the use of plastics by at least 20% by 2025.

• We guarantee that by 2025 our own-label packaging will be made of 100% recyclable material.

At Lidl Cyprus we want to bring about a significant change in the way packaging and plastics are used, to ensure the recovery and preservation of resources, the elimination of plastic refuse, and to enable us to move to an entirely circular system in the longer term. At Lidl Cyprus we act responsibly on our commitment to a better tomorrow, because recycling is in our hands!

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