



Waste Free Oceans

RETAL Team cleans up with WFO in Cyprus

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The first of RETAL's clean up events took place in Cyprus, on 12 October, with over 30 volunteers removing plastic waste from the coastline to be repurposed into meaningful products.

Joining forces with international Waste Free Oceans, RETAL employees and their families collected discarded plastic waste from the Lady's mile area coast in Limassol, highlighting the role of plastic packaging companies in the fight against plastic pollution.

The group of volunteers was bolstered by 13 members of the RETAL-sponsored Apollon Ladies' Football Club, including vice president George Ollandos, who were delighted to join together with RETAL and WFO to show how a strong team spirit helps make challenging situations far more positive.

RETAL's clean-up event was combined with the annual Environment & Recycling Festival in the Molos area of Limassol, with the strapline 'Build Good Habits' aiming to raise public awareness. Here, RETAL's stand offered 'Raising Awareness' brochures, with many local people visiting the stand to discuss recycling, circular economy and future of positive plastic. Hagai Golan, RETAL Cyprus General Manager, says, "This was a true team event; bringing together RETAL people, WFO and the Apollon Ladies F.C. made for an impressive group that showed how positive action can create a ripple effect. The festival was also an excellent opportunity to show our local community what RETAL is doing to mitigate our environmental impact."

Emmanuel Duffaut, RETAL's Sustainability Director, says, "We are determined to be active and responsible in our role in the circular economy. By partnering with Waste Free Oceans, we are able to see how collecting visible plastic waste from our coastlines helps promote a positive second life for plastic packaging and to realise the value that PET creates."

RETAL is an active member of Waste Free Oceans, which targets converters, governments, companies, and the public, to mobilise them into recovering, recycling and reusing plastic. With over 75 members, including leading global manufacturers and household brands, Brussels-based WFO promises to 'clean up our waters and use what's in them wisely', as well as lobbying policy makers and hosting events to raise awareness.

Duffaut adds, "RETAL is a global PET packaging producer with over 1500 employees worldwide; our employees want to be proud to work for RETAL. By encouraging our people to be part of the plastic packaging solution and by continually investing resources in creating plastic packaging solutions that utilise recycled PET, we can ensure we continue to deliver convenience for the consumer and sustainability for the planet."

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