

Clas Ohlson introduces deposit on their plastic bags

Clas Ohlson today begin a collaboration with PantaPå. That means Clas Ohlson's customers can now get a deposit on the bags they buy in stores when they recycle it, and as a thank you, receive a discount coupon to use when buying selected sustainable products.

As of today, Clas Ohlson's customers can deposit the bags they buy in stores. Through a collaboration with PantaPå, the world's first deposit-app for packaging recycling, Clas Ohlson's customers can now take their used plastic bags to a recycling station, scan the bag's EAN-code in the app and then get a discount coupon to use in the store. The collaboration is part of Clas Ohlson's sustainability work and aims to make it easier for customers to live more sustainably and increase the recycling rate of plastic bags.

“We do this to help our customers to a more sustainable lifestyle and to ensure that the products we sell are recycled. Today we already receive customers electrical waste in the store and the collaboration with PantaPå gives us the opportunity to in an innovative way make it easier for our customers to recycle more of our products”, says Anna Strindberg, Program Manager Sustainability at Clas Ohlson.

In November last year, Clas Ohlson changed material in their bags to 100% recycled plastic. Through the new collaboration with PantaPå, the company hope to give the plastic bag another value that increases the chances of it being recycled after it has been used.

“We are very pleased that Clas Ohlson joins PantaPå and hope that through this collaboration we can also inspire other retail companies to give their packaging a value”, says Suwar Mert, founder of PantaPå.

For more information, please contact: Anna Strindberg, Program Manager Sustainability, +46 720 85 36 45 anna.strindberg@clasohlson.se

Clas Ohlson was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in five markets, approximately 5,000 co-workers and annual sales of approximately 8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Visit about.clasohlson.com to read about our passion for simplifying life in all kinds of homes.