



May 23, 2019
Aeon Co.,Ltd.
Aeon Retail Co.,Ltd.
Aeon Topvalue Co., Ltd.

Providing an opportunity to review individual lifestyles in June,
which is environment month

Expanding the Lineup of Topvalu Environment-Friendly Products for Environmentally Conscious Shoppers

Aeon will start selling a series of 24 Topvalu environment-friendly items in total, including “My Bag” made from recycled materials as well as disposable tableware produced from paper and wooden materials for the reduction of plastic waste, at about 510 “Aeon” “Aeon Style” and other stores located across Japan, on and after Tuesday, June 4.

Aeon launched a campaign to encourage customers to bring their own shopping bags to its stores for the effective use of resources and mitigation of global warming in 1991. Subsequently, in 2007, the company stopped the distribution of free-of-charge disposable plastic bags to its customers. For the sustainable procurement of natural resources, Aeon has been continuously implementing a range of initiatives for environmental conservation in cooperation with shoppers, including selling agricultural and fishery products officially certified to be environment-friendly.

Recently, concerns about issues such as the depletion of oil resources and environmental pollution caused by plastic waste have been leading to growing calls for reviewing the use of disposable plastic materials.

In response, Aeon has decided to design and develop more environment-friendly products to expand its lineup of such products and accelerate the measures to reduce the use of disposable plastic materials and foster the sustainable procurement of resources.

Expanding the lineup of environment-friendly products by taking two different approaches

Reducing the use of disposable plastic materials

《NEW》 “My Bag” and shopping bags made from recycled materials



Made from recycled materials, they can be used repeatedly, thereby contributing to reducing the use of disposable plastic materials.

《NEW》 Straws and spoons made from plastic substitutes



Made from paper and wooden materials as substitutes for plastic materials and suitable for use at parties and outdoors.

Protecting forest resources by using sustainable materials

《NEW》 Disposable tableware made by using FSC® -certified wooden and paper materials, which were produced by using

《NEW》 Paper products made by using Bamboo pulp as substitute for wood pulp

Materials procured from well-managed forests



For the protection of finite forest resources, Aeon will launch paper dishes and cups made by using FSC-certified*¹ materials



Bamboos grow faster than other trees and are attracting attention as substitute for birch and pine pulp. Aeon will start selling tissue paper and other products for which unbleached bamboo pulp is mixed as material at the rate of about 40%

Aeon will expand the lineup of environment-friendly products and continue to implement a range of measures in cooperation with customers, with a view to fostering a shift from the use of “disposable” products to “sustainable” products in society.

*¹ FSC certification is given to wooden and paper materials procured from well-managed forests.

[About the launch of the new product items]

- On sale on and after Tuesday, June 4, 2019
- Sold at a total of around 510 stores including “Aeon” “Aeon Style” located across Japan
- Total number of items sold: 24 items
- Dedicated websites:

For the reduction of disposable plastic materials: <https://www.topvalu.net/de-plastic>

For the use of FSC-certified materials and bamboo pulp:

<https://www.topvalu.net/bamboo-products>

[Product examples]



➤ Topvalu “My Bag” made from recycled materials

The bags (excluding the handles) are made from 50% recycled plastic. The handles are long enough for the bags to be used as shoulder bags. Available in multiple designs, including “fruit & vegetables” and “sea turtle.”



Design a:
Front side,
size M



Design a:
Back side,
size M



Used as a shoulder
bag, design b,
size L

Designs: a and b both available in M and L sizes

Standard: (M) 35 cm (H) × 37 cm (W) × 18 cm (D)

(L) 39 cm (H) × 45 (W) × 20 cm (D)

Price: (M) 150 yen (162 yen including tax); (L) 200 yen (216 yen including tax)

➤ **Topvalu shopping bags made from recycled materials**

The bags (excluding the handles) are made from 80% recycled plastic. They can be folded up to a small size and are available at reasonable prices. Suitable for shoppers seeking to make a casual contribution to the environment.

Design: a and b both available in M and L sizes

Standard: (M) 34 cm (H) × 37 cm (W) × 18 cm (D)

(L) 36 cm (H) × 50 cm (W) × 18 cm (D)

Price: (M) 40 yen (43 yen including tax); (L) 50 yen (54 yen including tax)



Left: Design a, size M
Right: Design b, size L

➤ **Topvalu paper straws [Until stocks run out]**

Enjoy the natural texture of the paper material. These Japan-made straws are sold in mostly paper packaging (except for the transparent window) to reduce the use of plastic materials for environmental reasons.

Standard: 6 mm (diameter) × 200 mm (length), sold as a set of 16 straws

Price: 298 yen (321 yen including tax)



Paper straws

➤ **Topvalu wooden spoons/forks [Until stocks run out]**

These spoons and forks are made from birch wood and sold in environmentally friendly paper packaging.

Size: 16 cm in length and sold as a set of eight spoons

Price: 178 yen (192 yen including tax)



Wooden spoon



Wooden fork



➤ **Topvalu FSC-certified unbleached paper cup (205 ml)**

Topvalu FSC-certified unbleached paper plate (18 cm)

Topvalu FSC-certified unbleached paper bowl (410 ml)

Made from FSC-certified unbleached paper, which is associated with a “natural” image. Suitable for use at parties and outdoors as “natural yet stylish tableware.”

Standard: Set of 18 cups/10 plates/10 bowls

Price: 98 yen per set (105 yen including tax)

Note: Photos for illustration only



Unbleached paper plate

➤ **Topvalu FSC-certified paper cup (for both hot and cold drinks) [To be launched in early July]**

To be sold to replace the current paper cup for hot drinks and sold as cups for both hot and cold drinks. Because the cup is foamed for heat insulation, it is portable even when containing hot beverages.

Standard: Set of twelve 250-ml cups

Price: 198 yen (213 yen including tax)



➤ **Topvalu bamboo pulp-mixed compact tissue paper (FSC®certified)**
[Until stocks run out]

Sold in soft, non-bulky packaging with no outer box that needs to be flattened after use. Convenient for the desk, car and outside the home.

Standard: Three sets of 400 sheets (200 pairs)

Price: 158 yen (170 yen including tax)



➤ **Topvalu bamboo pulp-mixed paper towel (FSC®certified)**
[Until stocks run out]

Made from around 40% strong and highly absorbent bamboo pulp (unbleached) and can be used for wiping hands, tables and as kitchen paper towel.

Standard: Set of 300 sheets (150 pairs)

Price: 98 yen (105 yen including tax)



➤ **Topvalu bamboo pulp-mixed two-ply toilet paper**
[Until stocks run out]

Toilet paper made from around 40% strong and highly absorbent bamboo pulp (unbleached) and around 60% bleached wood pulp. Sold as a set of eight rolls (each 50 m in length), equivalent to a set of 16 rolls of 25 m² but needing only half the storage space.

Standard: Set of eight rolls (each 50 m in length)

Price: 398 yen (429 yen including tax)



² Of Topvalu two-ply toilet paper (25 m)

Note: Prices including tax are unit prices for the products. Prices and availability may differ by store.