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Aeon Co.,Ltd.
Aeon retail Co.,Ltd.

Aeon to Become the First Japanese Retailer to Participate in “Loop” for the Reuse of Containers for Sustainable Shopping **Sale and recovery to start in fall 2020**

Aeon will become the first Japanese retailer to participate in Loop^{TM*1} (a shopping platform for the reuse of containers; hereinafter, “Loop”) as part of its effort to help build a sustainable society.

In the fall of 2020, Aeon will start selling daily necessities and food products made by participating manufacturers and packaged in reusable containers and will recover the used containers at “Aeon” “Aeon style” stores. The campaign will start in Tokyo before being rolled out to around 400 stores in Honshu and Shikoku from 2021.

For about a year from the start of the campaign, Aeon will be the only retailer selling “Loop” products in Japan.



Since 1991, Aeon has been proactively conducting environmental conservation activities, including the Bring Your Own Shopping Bag Campaign and the recovery of food trays and PET bottles as resources.

Recently, calls to rethink the use of disposable plastic products have been getting louder and more people are reducing waste and reusing products across the globe.

Against this backdrop, Aeon has decided to participate in the Loop initiative with a view to helping raise public interest in a lifestyle that fosters a shift away from the use of disposable products to the reuse of products.

Aeon will continue to implement a range of measures to create a sustainable society in cooperation with customers.

<Reference>

*1 Loop™

Loop is a new product supply system developed by TerraCycle, an international recycling company. In the system, disposable containers and packages conventionally used for detergents, shampoos and other consumables and foods are replaced with more durable alternatives, such as stainless steel and glass containers, so that they can be reused repeatedly.

