

## PreZero is putting recycling products on the market

For the first time, Lidl and Kaufland are selling household goods that are made from at least 95 % recycled plastic from PreZero.

**Neckarsulm, Thursday, February 22, 2021.** Together with the Lidl and Kaufland retail divisions, PreZero is putting its own recycling products on the market for the first time, which were produced from recycled packaging waste. The Schwarz Group has consolidated its recycling know-how into the environmental business unit PreZero. "We promote the production of new products from packaging waste and offer them for sale in the retail divisions," says Thomas Kyriakis, CEO PreZero.

The packaging waste collected and sorted by PreZero for waste management is cleaned at two of its own recycling facilities in Europe and is then processed into plastic granulate. The resulting household products consist of at least 95% recycled plastic. The products range from buckets and clothes hangers to storage boxes. The first products have been available at Kaufland stores since the middle in January, and the assortment will be expanded over the course of the year. The products will be available in all Lidl stores in Germany starting on 25th February.

As part of the REset Plastic strategy, the recycling products are a means of promoting the group's vision of "less plastic – closed loops." More information on the Reset Plastic strategy is available here: [www.reset-plastic.com](http://www.reset-plastic.com). More information about PreZero can be found on our [Press portal](#).

**[www.prezero-international.com](http://www.prezero-international.com) | Facebook | LinkedIn | Instagram | Twitter**

**Image caption:** Made from at least 95 % recycled plastic: PreZero is putting recycling products on the market.

**Press contact:**

PreZero Stiftung & Co. KG  
Stiftsbergstraße 1 · D-74172 Neckarsulm, Germany  
Corporate Communication  
[presse@prezero.com](mailto:presse@prezero.com) | [www.prezero-international.com](http://www.prezero-international.com)