

Getting a Grip on Recycling: Shopping Baskets Made from PreZero Recycled Material at Lidl and Kaufland

- In future, shopping baskets at Lidl and Kaufland stores will be made from post-consumer recycled material processed by the environmental division PreZero.
- The companies of Schwarz Group will save more than 390 tons of new plastic and 698 tons of CO₂ equivalents as a result of the changeover.

Neckarsulm, July 31, 2024 – The companies of Schwarz Group are reducing their use of new plastic for store equipment. In future, shopping baskets – both roller baskets and hand-held baskets – of the Lidl and Kaufland retail divisions will be made mostly from reprocessed post-consumer recycled material from the environmental division PreZero instead of from new plastic. This enables the following scenario: A customer purchases a product from Lidl or Kaufland, takes it home and disposes of the plastic packaging in the recycling. Then, when they next visit a Lidl or Kaufland store, they come across the very same plastic, which has now been cleaned and formed into the shape of a hand-held or roller basket.

Lidl and Kaufland will save more than 390 tons of new plastic per year with their new hand-held and roller baskets

The two Lidl and Kaufland retail divisions are rethinking their roller and hand-held baskets: In future, hand-held baskets will be made from 75% recycled material, roller baskets from 80% recycled material and XXL roller baskets from 87% recycled material. Shopping baskets already in circulation are being replaced gradually so that baskets that are still in good condition are used for as long as possible. This measure minimizes resource consumption. The new models will then be delivered to stores in all of the countries where Lidl and Kaufland have a presence. Lidl and Kaufland have already made the changeover for hand-held baskets. The switch to the new roller baskets is currently in progress. Across all involved countries, the two retail divisions anticipate a saving of 390.62 tons of new plastic per year as a result of the changeover to the hand-held and roller baskets made from recycled material. This results in an estimated saving of 697.53 tons of CO₂ equivalents per year, equal to the greenhouse gas emissions caused by approx. 1,400 return air trips between Frankfurt and Majorca.

The post-consumer recycled material comes from the environmental division PreZero

The recycled material used is post-consumer recycled material. It is produced from used packaging that is disposed of in the recycling waste of private households, primarily in Germany. The plastic waste is collected, cleaned and processed to produce regranulate by the

environmental division PreZero. The process creates new, high-quality products that are also more environmentally-friendly. The entire recycling and manufacturing process is realized in Europe and is particularly sustainable thanks to the short transport routes involved. Coordination between PreZero and the retail divisions is the responsibility of Schwarz Beschaffung. This is the central procurement service provider for the companies of Schwarz Group all around the world.

Even more recycled material used for store construction: Crash rails and roof sheeting

In addition to the new shopping baskets, crash rails made from 99% recycled material are being used to protect the walls of Lidl and Kaufland stores from strong impacts from shopping carts. By switching to the recycled crash rails from the environmental division PreZero, the retail divisions were able to save 409.70 tons of new plastic and 725.17 tons of CO₂ equivalents across all countries in 2023.

In addition, Lidl and Kaufland use recycled plastic film on the roofs of their stores. For this purpose, waste film from Lidl stores and logistics centers is collected, processed at a recycling plant and then made into roof sheeting. The sheeting is used in all Lidl and Kaufland countries to make buildings leak-tight. The new roof sheeting is made from 60% recycled material. As a result of this changeover, the retail divisions were able to save 153.95 tons of new plastic and 255.56 tons of CO₂ equivalents in 2023.

Joint "REset Plastic" strategy with focus on conserving resources

Using raw materials conscientiously, protecting valuable resources and actively combating climate change – these are some of the things that drive all companies of Schwarz Group. The "REset Plastic" strategy, jointly developed by the companies of Schwarz Group, sets out measures to reduce the use of plastic and activities to promote the circular economy. Throughout the Group, the use of new plastics is being reduced, a switch to recycled material is being implemented and every effort is being made to ensure top recyclability. For the companies of Schwarz Group, today's waste is tomorrow's recyclable material. This strategy contributes to active climate protection and conserving resources.

More information

For further information on the Schwarz Group, see www.gruppe.schwarz/en/press.

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