



PEREKRESTOK AND SPLAT LAUNCHED A PROJECT TO RECYCLE TOOTHBRUSHES

The Perekrestok retail chain and SPLAT have launched a joint project to collect and process used plastic toothbrushes from any manufacturer into paving tiles. Special containers for collecting brushes are installed in all supermarkets of the chain. The promotion will last for one year. The project, which is part of the Zero Waste initiative, aims to motivate people across Russia to take a more responsible and conscious approach to the issue of waste recycling and at the same time make this process as simple and convenient as possible for consumers.

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