



PEREKRESTOK, KARUSEL AND UNILEVER REVERSE VENDING MACHINES

In August 2019, Domestos, a home-care brand, joined forces with X5 Retail Group to give customers an opportunity to return used plastic containers from all sorts of labels and benefit from a 10% discount on Domestos, Cif and Glorix products. As part of the partnership, seven Perekrestok and three Karusel stores installed reverse vending machines (RVMS). Equipment maintenance, container transportation to recycling facilities and waste recycling were all done by EcoTechnologies. More than 10,000 plastic bottles were collected and sent for recycling during the project's lifetime.

[Link to case](#)