



FOR IMMEDIATE RELEASE

## **BE A KEY PERSON!**

IKEA distributes so many Allen Keys every day, have you ever wondered where they go to?

The Allen Key is a small iconic IKEA product made from highly-recyclable material - do not let it go unnoticed at home or let it disappear into your trash bin.

Look around your home for any of the Allen Keys and bring them back to the IKEA store for recycling which started on World Environment Day, 5 June 2011.

**For every 5 IKEA Allen Keys you bring back to the IKEA Exchange and Returns counter between 5 June - 10 July 2011, you'll get a cute little blue BRATTBY bag; it's a durable recyclable bag. All Allen Keys collected will be sent for recycling.**

The Allen Key recycling awareness is on a continuous basis. So even after 10 July, an Allen Key recycling box will be made available at the IKEA store to continue this recycling effort.

Make a little effort for the environment. Every resource counts - big or small.

Visit [www.IKEA.com.my/sustainability](http://www.IKEA.com.my/sustainability) for more info.

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### **About IKEA**

Home is the most important place in the world. A personal space and comforting spot where family and friends gather, where children learn and grow. A place where everyone is welcome to just hang out, everyday. IKEA helps to create a better everyday life at home for the many people.

Since its 1943 founding in Sweden, IKEA has offered a wide range of well-designed home furnishings and functional living solutions at prices so low that the many people can afford them. IKEA believes that showing responsibility for people and the environment is a condition for doing good business. This means that IKEA's low prices must not be at the expense of people or the environment – low price but not at any price. IKEA incorporates environmentally friendly efforts into its day-to-day business and continuously supports initiatives benefiting causes such as children and the environment. To date, there are more than 314 IKEA stores in 41 countries. Read about IKEA's sustainability efforts at [www.IKEA.com.my/sustainability](http://www.IKEA.com.my/sustainability)

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