



FOR IMMEDIATE RELEASE

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IKEA MALAYSIA GOES BAGLESS!

IKEA Malaysia is to become the country's first retailer to eliminate the use of single-use plastic bags in the latest environment initiative by the world's largest home furnishing company.

This has been a journey for IKEA Malaysia which began in June 2009, when it introduced the "Kick the plastic bag habit" campaign with an aim of reducing plastic bags consumption. Since the campaign started, IKEA has reduced its plastic bags usage. Now in its second year of the campaign, there's a positive trend of the IKEA customers stopped buying plastic bags.

Following this supportive action from its customers, IKEA Malaysia is now taking another step forward - from 1 July 2011, the retailer will no longer offer plastic bags. IKEA Malaysia will stop offering plastic bags to its customers as plastic bags are harmful to the environment. This is the initiative that IKEA is doing as part of its commitment to be an environmentally responsible company.

"Eliminating plastic bags is one more way that we can show our commitment to responsible retailing. With the implementation of this initiative starting 1 July 2011, we are confident that our customers will continue to support our environment efforts as they have done from day one," says Roszalena Mashuridin, Sales Manager of IKEA Damansara.

"Caring for people and the environment is not a new proposition for IKEA. It is has been fundamental to the way we do business for decades. At IKEA, we firmly believe that our business should have as little impact on the environment as possible," added Roszalena.

The call for action is to go reusable while shopping at the IKEA store with any reusable shopping bags. Or shop with the iconic IKEA blue bag, which is reusable and durable. Currently the IKEA blue bag comes in 2 sizes, but starting from 1 July 2011, the mini version of the iconic blue bag will be available, giving its customers 3 sizes to choose from.

- mini blue bag BRATTBY at RM1 (new)
- medium blue bag FRAKTA at RM1.50 (reduced permanently from RM1.90)
- large blue bag FRAKTA at RM1.90 (reduced permanently from RM3.90)

Alternatively, customers can pick up free carton boxes for re-use after the Check-out counters.

"IKEA's vision is to create a better everyday life for the many people. With this initiative, we hope to ignite a change in the general attitude towards plastic bags usage and encourage a new habit of carrying a reusable bag wherever we go. This will hopefully help consumers understand the importance of conservation of resources, as well as reduce possible impacts which irresponsibly disposed plastic bags can have on the surroundings," says Joycelyn Teo-Moser, Sustainability Manager of IKANO Retail Asia.

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From 5 June 2009 to 30 June 2011, customers at the IKEA store are charged 20 cents for each plastic bag. There is no financial gain for IKEA from the sales of the plastic bags with all proceeds going to IKEA's environmental partner – the Malaysian Nature Society (MNS), the largest and leading local environmental non-profit company.

As of 31 May 2011, donation amount to MNS is RM159,939 for a collaboration of on-going mangrove trees planting at Kuala Selangor Nature Park to conserve the mangrove environment. The partnership is now in its second year, and has to date led to the planting of over 600 mangrove trees with an aim to plant 3,000 trees.

"At maturity, these trees are estimated to absorb about 67,500kg equivalent of CO₂. We reiterate the fact that tree planting is a proven and significant initial activity that will help in the long term in mitigating climate change," says Andrew Sebastian, Head of Communications of MNS.

With the profits from the sales of the reusable IKEA blue bags, IKEA will continue to work with MNS to support for conservation projects in Malaysia. IKEA will also work with other new key conservation partners to continue its commitment to always find new ways to make environmental responsibility a vital part of its everyday business.

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www.IKEA.com.my/sustainability

Read more about what IKEA is doing to help with the environment.

www.mns.org.my

Read more about Malaysian Nature Society.

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.

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