

Unilever and Big C Jointly Launch SAVE x 2 Campaign of Environmentally-friendly Home Care Products to Mark “Earth Day”



Unilever Thai Trading Co., Ltd., a leading supplier of food, home care and personal care products, has joined hands with Big C Supercenter to stage a sales campaign “SAVE x 2: SHOP FOR THE WORLD, SAVE FOR YOURSELF” this summer to mark Earth Day which falls on April 22. The campaign, running at 160 branches of Big C Supercenters nationwide until May 14, serves to raise awareness on environment conservation among consumers while saving the shopping money.

Mr Apichat Saligupta, Customer Director of Unilever Thai Trading Co., Ltd., revealed: “Globally, people have been overexploiting natural resources on a daily basis. Being well aware of the problems, Unilever, in our capacity as one of the world’s largest manufacturers of consumer goods introduced in 2010 the cutting-edge ‘Unilever Sustainable Living Plan’, which is a new model of guidelines for business operations that all Unilever operations in the world adhere to. In the plan, Unilever aims to double the size of the business in 2020 while minimising the impacts on the environment and upgrading the consumers’ quality of life at the same time. The plan is expected to help us grow further on a sustainable basis.”

“Therefore, Unilever emphasizes creations of innovative products under a concept of ‘Product of Sustainability’. For example, our concentrated laundry detergent helps reduce the emission of carbon dioxide by 300%, and minimising the volume of waste by more than half. The concentrate and one-rinse formula fabric softener can help save a lot of water and reduce the volume of waste in the rinsing process by 300%. Furthermore, we also have a dishwashing liquid that is fully biodegradable.”

And Earth Day, he said, was the opportune time for Unilever to educate the public at large on the significance of environment conservation as well as drive a campaign to promote environmentally friendly behavior among consumers.

Mr Luc Charrier, Dry Food & Private Label Director of Big C Supercenter Public Company Limited said: “Big C has been a part of the Thai society for over 20 years. We are therefore more than a retail store, but a friend and family member of the consumers nationwide. It is also natural that Big C would never cease to seek to improve the quality of life of our customers and the Thai public. Through our corporate social responsibility programs, we have focused on the promotion of public education, social development, and environment conservation. Big C is currently conducting a number of projects, such as ‘Green Roof Project for Princess Pa Foundation’ whose objective is to encourage consumers to keep used beverage boxes for recycle; the ‘Green Transport System Project’ to increase the efficiency of the company’s supply chain in order to meet environment-related standards by reducing fuel use and carbon dioxide emission, all to lessen global warming problems, among others.”

Unilever’s selected home care products offered in “SAVE x 2: SHOP FOR THE WORLD, SAVE FOR YOURSELF” campaign include concentrated formula and economy packs of ‘Breeze’, ‘Omo’, ‘All’ laundry detergents, concentrated formula ‘Comfort Ultra’ and ‘Comfort’ one-rinse formula fabric

softener, 'Sunlight' dishwashing liquid. There are also special promotions: Buy Unilever home care products at the price of 249 baht or more and get promotional Unilever products or Earth Day utility basket. The campaign runs until May 14, at 160 branches of Big C across the country.

Issued on behalf of Unilever Thai Trading Limited by Syllable Co., Ltd. For further information please contact Mr Somkid Charoensak Tel. 08 4147 7575/ Mr Sitdhikorn Chittep Tel 09 4331 6996