



LONDON DRUGS CELEBRATES EARTH MONTH WITH 93% CHAINWIDE WASTE DIVERSION ACHIEVEMENT IN 2015

MARCH 30, 2016, RICHMOND, B.C. – Since the 1980's London Drugs has brought sustainability and recycling into focus during its daily operations. In 2008 London Drugs launched the [*What's the Green Deal?*](#) program and began tracking all of its waste disposal. This Earth Month, London Drugs celebrates a 93.4% waste diversion rate chain-wide through committed and aggressive recycling initiatives.

The *What's the Green Deal?* program has seen London Drugs partner with provincial waste stewardship programs and provide feedback to vendors on sustainable packaging options since its inception.

"We couldn't be more proud of our customers and staff at London Drugs on our combined waste diversion achievement for 2015," said Clint Mahlman, London Drugs Executive Vice President and Chief Operating Officer. "Since we began our *What's the Green Deal?* program in 2008 we have worked continuously with our vendors and sustainability partners to reduce the amount of waste going to landfill sites. In 2015, we saw an increase in the amount of recyclables brought to London Drugs resulting in 11,533,262 lbs of waste diverted from the landfill."

London Drugs accepts a variety of recyclables and has seen huge growth in the amount of packaging and materials brought in. In 2015, 72,236 lbs of Styrofoam was recycled at London Drugs, a 90 per cent increase over 2014. Electronics and small appliance recycling at London Drugs saw an 89 per cent lift in 2015.

Awareness continues to grow regarding the extensive list of items customers are able to recycle at London Drugs. Through store awareness programs, community events and work with stewardship programs, London Drugs continues to be a retail leader in a changing retail landscape.

"It's through the incredible support of our customers and their recycling efforts that we are able to generate these recycling numbers," said Maury McCausland, Retail Operations Sustainability Specialist London Drugs. "Since we first began tracking our recycling in 2008, we have seen growth in all of our recycling programs. By right-sizing our garbage, organics and recycling bins, we have reduced our 2015 bin tips by 560 from 2014. In 2015, 67 of our 78 stores diverted over 90% of their waste to the recycling process."

The London Drugs supply chain encourages *What's the Green Deal?* values as well, with the Distribution Service Centre Warehouse recycling every component of

packaging from cardboard and Styrofoam, to hard plastic strapping and soft plastic wrapping. Built with an efficient design, the London Drugs DSC has a smaller footprint and centralized delivery operations.

Created as a communication tool for the recycling movement at London Drugs, the *What's the Green Deal?* website, www.greendeal.ca, has become a go-to resource for information on recycling and sustainable retailer practices. A full list of recycling and community clean-up events taking place at London Drugs through 2016 can be found on the [Events](#) page.

Customers can recycle the following items anytime at any London Drugs location:

- Electrical and Electronic goods (TVs, VCRs, computers, monitors, printers, small appliances, etc.) are recycled through [Global Electric Electronic Processing \(GEEP\)](#) and [e-Cycle](#). All electronic products are recycled back to their basic components before being shipped. London Drugs works diligently to ensure that our electronic recyclables are not shipped to sub-standard offshore facilities.
- Styrofoam is recycled through [FOAM Only](#).
- Plastic and cardboard packaging from our products
- Cell phones, PDA and rechargeable batteries are recycled through [Call2Recycle](#).
- Alkaline Batteries
- Compact Fluorescent Bulbs (CFL's) and fluorescent light tubes up to 4-foot lengths
- Disposable cameras
- Ink jet cartridges
- Laser cartridges
- Metal film canisters
- Plastic bags
- Pop bottles and cans (BC only)
- Insurance plastic folders

London Drugs' recycling service is designed to handle items that are at the end of their usable life. For items that are still working and usable, consider donating them to local charities such as Salvation Army Thrift Stores. Contact your [Municipal or Provincial recycling authority](#) for more information on the services available in your area.

ABOUT WHAT'S THE GREEN DEAL?

As a major Canadian retailer, [London Drugs](#) is part of the communities we serve. We know we have a part to play in helping make our world more sustainable. 'What's the Green Deal?' is our commitment to continue searching for better, greener ways to do business, and to help our customers find answers. We address sustainability through a four-pillar approach: Energy & Operations, Waste Reduction, Upstream Purchasing and Communication & Education. And we will keep asking the tough questions and

looking for answers, because sustainability is a journey, not a destination.
www.greendeal.ca [@WTGreenDeal](https://twitter.com/WTGreenDeal)

ABOUT LONDON DRUGS

Founded in 1945, B.C.-based London Drugs has 79 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store www.londondrugs.com. London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,500 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development. [@LondonDrugs](https://twitter.com/LondonDrugs)

-30-

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