

# Iceland

**Richard Walker**  
**Managing Director**























**We promised to  
remove palm oil  
from our own label food**

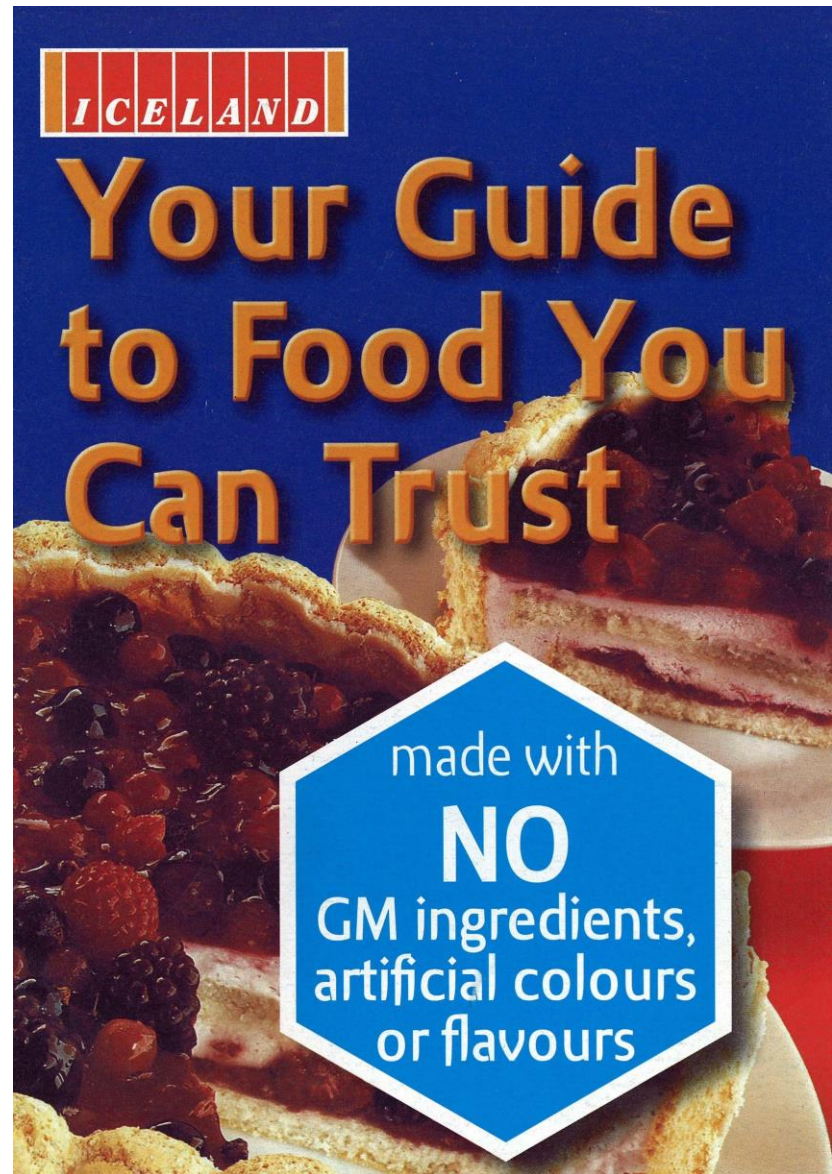




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**NO**  
GM ingredients,  
artificial colours  
or flavours









# MailOnline

Iceland bans plastic: UK Supermarket chain becomes first in the world to remove plastic packaging from ALL its own-label products



Supermarket Iceland vows to ditch plastic from its stores in five years

The supermarket has developed paper and pulp alternatives for 1,000 of its lines and plans to remove plastic from its own brands.



## THE TIMES

Iceland is first to pledge a freeze on own-brand plastic packaging

Iceland becomes first supermarket to go 'plastic-free' for own brand products in landmark announcement

'The world has woken up to the scourge of plastics,' says the supermarket's managing director



**PACKING IT IN** Iceland becomes first supermarket in world to ban plastic packaging – as it goes to war on 'scourge' of the oceans

The popular retailer wants to do away with all plastic for own-brand products within five years

# The Guardian

Iceland supermarket vows to eliminate plastic on all own-branded products

# The Telegraph

Iceland supermarket pledges to go 'plastic-free'







Iceland  
*Doing it Right*

I'm a  
paper  
bag

SHOP IN STORE  
**FREE**  
DELIVERY  
TO YOUR DOOR  
WHEN YOU SPEND £35

SHOP IN STORE  
**FREE**  
DELIVERY  
TO YOUR DOOR  
WHEN YOU SPEND £35

50p  
Pick up a  
SIM today

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bag

Reusable Paper Bag

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paper  
bag  
Reusable Paper Bag

LOCKED-IN FLAVOUR  
Freshly frozen  
NATURAL



Plastic bottle deposit return



#TOOCOOL  
FORPLASTIC

Iceland  
bottle deposit return

Keep clear

EX

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ill lock.













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