



Press release
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Oululainen Reissumies to reduce the amount of plastic in packaging: 10 million fewer bread bags per year

Fazer Bakeries is cutting down on the use of plastic in Oululainen Reissumies packaging. The changes result in a reduction of more than 25,000 kilos of plastic every year, which is equivalent to 10 million Reissumies bags. The new packaging arrives in shops in mid-February.

The new, custom-made package fits Reissumies better than the old one. The amount of plastic is reduced by making the package a snugger fit and the material thinner.

“We will be analysing all the packaging we use. The reduction of plastic we've achieved through changes to the packaging of Oululainen Reissumies Täysjyväruis is only the beginning, as we are going to reduce the use of plastics and use thinner plastics everywhere we can”, explains **Markus Hellström**, Managing Director of Fazer Bakery Finland. “Our target is to cut down on the use of plastic by 20% in the period 2018–2025.

Fazer Bakeries works systematically to find environmentally friendlier packaging materials and to reduce the use of plastics and increase recycling. At the moment, 99% of packaging used by Fazer Bakeries is recyclable. The last non-recyclable packaging materials will become recyclable in the near future.

“As much as we try to use less plastic where ever we can, it must be borne in mind that the purpose of bread packaging is to protect the bread, so that it keeps fresh for as long as possible and, by doing that, to reduce food waste”, Hellström explains.

We have also improved the recycling instructions on the packages to make it easier for consumers to sort their waste correctly. This enables the reuse of the raw material used in packaging. “We have received plenty of positive feedback about the new recycling instructions from consumers. People find them to be clear”, Hellström continues.

In addition to reducing the use of plastic, Fazer Bakeries' responsibility efforts focus on the reduction of carbon dioxide emissions, the prevention of the eutrophication of water bodies, and the reduction of food waste.

**Further information:**

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Fazer Group

Fazer is an international family enterprise offering bakery, confectionery, biscuit and grain products, vegetable-based meals, milk-free products, takeaway food and drinks, as well as catering and café services. Fazer's mission is Food with a Purpose. Fazer has operations in eight countries and it exports products to some 40 countries.

Fazer's success since its establishment in 1891 has been based on the best quality of products and services, beloved brands, skilful people and a responsible business approach. Fazer Group's turnover in 2017 was EUR 1.6 billion, and the company employs nearly 15,000 people. Fazer complies with ethical principles based on its values and the principles of the UN's Global Compact.

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