

IPC Shopping Centre Does So Much More with Recycling & Buy Back Centre Initiative

The community-friendly shopping centre doubles-down on sustainability with its latest recycle & reward programme

Kuala Lumpur, April 19th, 2018 – Recycling has become a lot more effortless with IPC Shopping Centre's Recycling & Buy Back Centre. As an initiative to encourage recycling and reduce waste, the shopping centre is doubling the rewards on top of their current humble cash-back terms. From now till 3 June 2018, visitors with a minimum of 3kg of recyclable items will be able to take home exclusive goodies from IPC Shopping Centre.

The items that will be accepted for recycling include newspapers, plastic bottles and aluminium cans. To recycle and redeem rewards, visitors are required to:

1. Bring their recyclables to IPC Recycling & Buy Back Centre, located at the carpark near Pillar 8D, Level P1. (Opens daily from 10am to 6pm – closes for lunch at 1pm to 2pm)
2. Weigh the recyclables and receive cash and a receipt. (Buy-back prices are subjected to the type of materials and weight. **Exact prices can be found at IPC Recycling & Buy Back Centre**)
3. Accumulate multiple receipts from now until 3 June 2018 to meet the 3kg minimum weight requirement.
4. Present receipt(s) at the i-Counter, Level G from 13 April to 3 June 2018 to redeem one tote bag OR RM10 shopping voucher.

What started as a temporary educational component, has now turned into a permanent staple of the community for waste management. IPC is the **first shopping centre in the Klang Valley to introduce this buy-back system** through the launch of the Recycling & Buy-Back Centre in 2009. This has also contributed to make them one of the greenest shopping centres in the community. Besides the basic recyclable items, the centre is also a collection point for out-of-life mercury content light bulbs and batteries. The collected bulbs and batteries go through a thorough and careful process to ensure safe delivery to the waste management company – Kualiti Alam, for proper disposal.

Eleanor Lo, Marketing Manager of IPC Shopping Centre explained, "This is all part of our commitment towards a better planet. IPC Shopping Centre has always been about living sustainably and reducing the negative impact on the environment. What we have done is incorporated multiple touchpoints such as energy saving lightbulbs within IPC to reduce emissions and also developed a space, IPC Recycling & Buy Back Centre where the community could do their part,"

In addition to this, IPC Shopping Centre has also included other ways to go green within their shopping centre – installation of solar panels and rainwater harvesting on the rooftop, sustainable dishwashing and cleaning system, waste management for reducing landfill waste, and waste-specific recycling bins throughout the shopping centre.

IPC Shopping Centre is currently applying for several green-building certifications which include Malaysia's Green Building Index (GBI) and the Leadership in Energy and Environmental Design (LEED Gold).

For more information about IPC Shopping Centre's Recycling & Buy Back Centre and its current campaign, visit www.ipc.com.my/whats-new/events/2018/RBBC-2018/.

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About IPC Shopping Centre:

Malaysia's first shopping centre anchored by IKEA, and the first of many shopping centres in IKEA Southeast Asia's portfolio in the region. A sub regional Shopping Centre strategically located in the heart of a mixed development of offices, hotel, commercial centres & residential, it serves as the neighbourhood shopping destination for the community, complementing the shopping hub in the district known as Mutiara Damansara Commercial Centre. We opened our doors in December 2003 and today we welcome an average visitation of 15 million visitors per year to our Centre.

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