

LIMEX table menus used at Denny's restaurants, collected and recycled into serving trays

~ Transformation from paper alternative to plastic alternative ~

Tokyo, April 4, 2023 – TBM Co., Ltd. is pleased to announce that LIMEX table menus used at Denny's restaurants across Japan (316 restaurants) operated by Seven & i Food Systems were collected and recycled into serving trays. The recycled tray will be introduced at every Denny's restaurant in Japan from April 14, 2023.

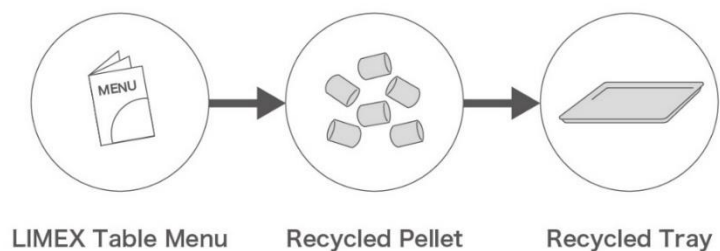


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TBM and Seven & i Food Systems have been working to conserve precious resources and reduce greenhouse gas emissions by replacing business cards, menus, and store displays previously laminated with PP film with LIMEX Sheets. In June 2020, Seven & i Food Systems established a material recycling model in which LIMEX menus used at restaurants were recycled into serving trays to be used at some Denny's restaurants.

This year, we have expanded the collection area and installed recycled serving trays in every Denny's restaurant in Japan. Recycled LIMEX trays can reduce petroleum-based plastics by about 45% compared to conventional PP trays and reduce greenhouse gas emissions by about 29%. *1



*1 Based on LCA (calculation of environmental impact from raw material procurement to disposal) by TBM. It may vary depending on manufacturing conditions. These are reference values, not guaranteed values.

PRESS RELEASE



■ About TBM Co., Ltd.

TBM is a company based in Japan that specializes in developing, manufacturing, and distributing LIMEX®, an innovative new material mainly made from limestone and inorganic materials. The basic patents of LIMEX have been registered in 40 countries and introduced to over 10,000 companies in Japan. LIMEX is registered in the Sustainable Technology Promotion Platform "STePP" by UNIDO as a recyclable material that can be an alternative to paper and plastic. By supplying and recycling LIMEX, TBM aims to solve plastic waste, resource depletion, and various environmental issues.

<https://tb-m.com/en/>

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