

## Limestone-based material “LIMEX” adopted for Thailand’s major supermarket group BIG C’s shopping basket ~ Delivered to over 1,640 branches across Thailand ~

**Tokyo, August 24 2023** – TBM Co., Ltd. is pleased to announce that the limestone-based sustainable material LIMEX Pellet was adopted for shopping baskets used at BIG C, one of the biggest retail store group in Thailand. BIG C is a brand owned by Berli Jucker Public Company Limited (BJC) that spans over 140 years and takes it to the forefront of Thailand's trading, manufacturing, and servicing fields.

LIMEX, which contains 50% or more inorganic material such as calcium carbonate, reduces plastic and greenhouse gas emissions compared to petroleum-based plastics. These new shopping baskets will retain the same functionality and durability as their plastic counterparts, ensuring customers enjoy a seamless shopping experience. It will be used at Big C Hyper Supermarket, Mini Big C and Big C Food Service branches from the end of August.

By transitioning to LIMEX, BIG C prioritizes the planet and sets an industry precedent that inspires others to follow suit. This strategic move is part of BJC's larger sustainability initiative, encompassing various efforts to reduce plastic, minimize waste, and support eco-friendly prices.



### ■ About TBM Co., Ltd.

TBM is a company based in Japan specializing in developing and delivering LIMEX, an innovative new material mainly made from inorganic materials. The basic patents of LIMEX have been registered in over 40 countries and introduced to over 10,000 organizations. LIMEX is registered in the Sustainable Technology Promotion Platform "STePP" by UNIDO as a recyclable material that can be an alternative to plastic and paper. 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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