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首間大型網購商場 採用蜂巢紙緩衝包裝物料 可循環回收 實踐減塑

為了進一步推動可持續發展的生活模式，HKTVMall一直積極在各方面實踐環保措施。自2017年起，我們的倉存超市產品逐步以可循環再用的塑膠箱盛載送貨，盡力減少包裝物料。HKTVMall作為全港最大的網購商場，部份貨品來自商戶自行包裝的貨品，因此引入可循環再用及可回收再造的物料 — 蜂巢紙緩衝包裝物料，以進一步減少塑料包裝，並把環保的訊息傳播到我們身邊的每一個人，一同為社區帶來正面的改變。



為了平衡包裝對保持產品質量的重要，以及對環境帶來的負面影響，我們會在包裝物料上推出三項新措施，期望透過在訂單包裝上作出改變，減少使用一次性塑膠：

1. 最新引入蜂巢紙緩衝包裝物料，並製作成不同尺寸的包裝袋及圓柱形保護套，取代塑料包裝包括氣柱袋、氣泡布袋等。蜂巢紙獨特的保護性蜂窩結構，能成為優秀的防震層，不但適合用來保護各式物品，包括玻璃瓶、易碎物品等，更能循環回收再用，我們預計於明年年初逐步以蜂巢紙包裝物料取代塑料包裝
2. 於蜂巢紙包裝物料上增加回收指引，提醒顧客回收前需移除膠水部份及貨單膠袋或貼紙，讓顧客輕鬆地回收包裝物料，把回收及減廢融入生活
3. 以不含淋膜的紙和可分解熱熔膠作黏合劑製成的環保膠紙，替代PVC面層的封箱膠紙，並要求商戶減少使用膠紙。新環保膠紙可被100%分解，不會殘留其他塑膠，並可和一般紙類和紙箱一同回收，以達到減碳目標



新增回收指引：

紙品可回收

回收前請沿虛線剪去膠水部份及除去貨單膠袋 / 貼紙

得到各界的熱烈支持，第二階段的「HKTV eCommerce Academy」已經正式開始，繼續為大家提供全面及多元化的電子營商培訓課程，支援零售夥伴數碼轉型，同時讓有意發展網上業務的零售商，輕鬆掌握營運網店的成功技巧。

「HKTV eCommerce Academy」齊集所有關於電子商貿的必要知識和技巧，課程內容涵蓋5大範疇，包括數碼廣告、營銷、業務營運等主題。除線上課堂外，更會安排國際知名機構的代表與電子商貿專家以實體講座及線上研討會的形式，分享不同領域的專業知識，透過不同案例深入認識電商發展。第二階段課程更增設 HKTV自動化執貨及倉存系統導賞團，讓大家了解HKTVmall如何運用自動執貨系統。未來我們仍會堅守信念，以科技去提升香港人的生活質素，積極推動香港以至全球電子商貿邁步向前。



HKTV eCommerce Academy

教授 電商致勝之道

免費

**一對一商店大數據
分析服務**

為Q4購物旺季作好準備

立即預約 [名額有限]

HKTV mall[™]
YouGov[®] 2021年
香港品牌推薦度排行榜

資料來源：
YouGov BrandIndex

第**2**名

**One of The First Large Online Shopping Mall
Introduce Reusable & Recyclable Materials:**

Honeycomb Cushion Packaging for Plastic Reduction

To further encourage sustainable development, HKTVmall has been actively implementing environmental protection measures in all aspects. Since 2017, we have been gradually using reusable plastic containers for delivery of those supermarket products that are our own inventory. As the largest online shopping mall in Hong Kong with a significant portion of our goods are packaged and shipped to us by our merchants, HKTVmall introduces the reusable and recyclable materials - honeycomb cushion packaging materials to further reduce plastic packaging, spreading the message of environmental protection to everyone to bring positive impacts to our community.



To balance the importance of packaging for preserving product quality and the negative impacts on environment, we will introduce 3 new measures on packaging materials, aiming to effectively reduce single-use plastics by making changes in our daily packing procedures:

1. Introducing honeycomb cushion packaging materials with different sizes of packaging bags and protective sleeves, instead of using plastic packaging including

air column bags, bubble wrap, etc. The unique protective structure of honeycomb cushion packaging will embed solid protection to items such as glass bottles, fragile items, etc. during the shipping process, but also can be recycled and reused. We target to gradually replace plastic packaging with honeycomb cushion packaging materials in early next year,

2. Recycling guidelines will be available on the honeycomb cushion packaging materials to remind customers to remove glue and tear off waybill or labels before recycling, encouraging them to integrate waste reduction and recycling into daily lives,

3. Use eco-friendly adhesive tape which made of non-coating paper and decomposable hot melt adhesive materials, instead of packing tape with PVC surface layer, and ask merchants to reduce the use of tapes. The new eco-friendly adhesive tape can be 100% decomposed without residues and can be recycled together with papers and cartons to achieve the target of carbon reduction.



New recycling guideline:

Recyclable

Please cut along the dotted line to remove glue & tear off waybill bag or label for cycling

The second phase of the Academy has officially begun with an overwhelming response! To strengthen the support for all merchant partners in digital

transformation and business expansion, the second phase of the Academy will continue to provide extensive and diversified e-commerce training courses with our retail partners to help merchants master the crucial skills of operating a successful online store.

HKTv eCommerce Academy offers all the necessary knowledge and skills about e-commerce with courses covering 5 major aspects of e-commerce, including digital advertising, marketing, business operations, etc. In addition to online classes, representatives from internationally renowned organizations and e-commerce experts will also share their expertise in different fields in the form of physical seminars and online webinars, allowing participants to learn the key techniques in e-commerce and enrich their knowledge in the digital ecosystem. Participants would even have the exclusive opportunity to visit the automated picking & warehousing system at the logistics centre of our Tseung Kwan O Headquarter. In future, we will stick to our beliefs and make use of technology to improve the quality of life of Hong Kong people, as well as promote the development of e-commerce in Hong Kong and all over the world.



The banner features a central illustration of a large yellow lightbulb with a dollar sign inside, surrounded by bar charts, coins, and two small figures. To the right, the HKTv eCommerce Academy logo is displayed above the Chinese text '教授 電商致勝之道' (Teaching the Way to Success in E-commerce). Below this, a green banner with a yellow bar at the top left contains the word 'FREE' in white. The main text on the green banner reads 'One-on-one Store Business Analysis Service' in white, followed by 'Gear up for the Q4 Shopping Season' in a smaller font. To the right of the text is a red arrow pointing upwards next to a bar chart. At the bottom right, it says 'Reserved now' and 'Limited offer' in white.

HKTv eCommerce Academy

教授 電商致勝之道

FREE

One-on-one Store Business Analysis Service

Gear up for the Q4 Shopping Season

Reserved now
Limited offer

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in Hong Kong

Source: YouGov BrandIndex

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