

Athens, 03rd October 2022

Sarantis Group, through its subsidiary **Sarantis Bulgaria**, participated with **FINO** on the 10th edition of "Let's clean Bulgaria together" campaign

On September 17th, **Sarantis Bulgaria** celebrated with **FINO**, one of the Group's most popular home care brands, the **World Clean Up Day 2022** and participated in the largest volunteer action in the country called "**Let's clean Bulgaria together**". With this year's moto "**Lend a hand to nature**", the campaign was aimed at personal responsibility and contribution in caring for the of the planet, the future, and children's education.

Despite the unfavorable weather conditions, **FINO** - the No.1 brand in the category of garbage bags in Bulgaria*, motivated thousands of volunteers and provided them gloves and garbage bags in order to clean the areas. More than **2,830 tons of waste** were collected from **11 cities in Bulgaria** in over **50 locations**. Thanks to the expanded scope of the initiative, more than **3,400** places**, (natural parks, cultural-historical monuments, unregulated landfills, and polluted areas) were cleaned and regenerated.



FINO, also supported, the annual activation of the **Sofia Mountain Club** under the title "Plums for Garbage" and gave an additional incentive to the volunteers in the collection of waste on [Vitosha mountain](#). Everyone who handed in bags full of garbage received a gift from **FINO**.

Sarantis Group is committed to assessing and managing the environmental and social impacts of its products throughout their lifecycle in order to ensure sustainable production in its activities and to support responsible consumption practices in its value chain while also setting a good example and inviting others to join us in contributing to change.

*Nielsen Bulgaria KAI Dec 2021

** according to the Ministry of Education and Science of Bulgaria

Sarantis Group

Headquartered in Athens and boasting a history of over 50 years, Sarantis Group is a multinational consumer products company having leading presence in Eastern Europe and an expanding geographical footprint through own subsidiaries and strong export activity worldwide. Our mission is to uplift the mood of consumers, with beautiful simplicity that makes everyday life better, by being always nearby, working closely with our stakeholders to create value sustainably. From Personal Care, Home Care and Health Care Products as well as Luxury Cosmetics, we offer well recognized brands that have a positive impact on people's everyday lives. With strong activity in 13 countries, and in particular in Greece, Poland, Romania, Bulgaria, Serbia, Czech Republic, Slovakia, Hungary, Northern Macedonia, Bosnia, Portugal, Slovenia and Ukraine, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.