



“Plastic Reduction Store” Promotional Incentive Program

HKTVMall launched the “Plastic Reduction Store” incentive program to encourage merchants to use eco-friendly packaging materials and reduce the amount of packaging.

Merchants who are willing to take the extra step to replace plastic packaging, fillers, and sealing materials with paper-based or biodegradable materials can participate in this incentive program. The verified stores will be tagged with a “Plastic Reduction” label and receive additional promotional exposure opportunities, attracting more customers to support their efforts. Additionally, HKTVMall offers merchants a HK\$1 rebate per order as a subsidy.