



**FOR IMMEDIATE RELEASE**

## **Taghleef Industries Gives Life to *Ti* Trees #TogetherWeCare about our planet and future generations**

**Dubai, UAE, April 22, 2021** – Taghleef Industries Group (*Ti*) honors Earth Day 2021 with the theme “Restore Our Earth™” by giving life to “*Ti Trees*” initially consisting of 1,500 trees planted across various areas, and symbolically dedicated to future generations.

This project is developed in collaboration with Treedom, an online platform that allows consumers and corporations to plant trees remotely and follow their story over time. Treedom directly finances small agroforestry projects in 17 countries around the world with the aim to realize sustainable ecosystems and allow thousands of farmers to support the initial costs of planting new trees, ensuring food autonomy and income opportunities over time.

Each plant from the *Ti Trees* Initiative is estimated to absorb up to 200 kg of CO<sub>2</sub> from the atmosphere in the next ten (10) years, contributing to the improvement of air quality, the prevention of soil erosion, the promotion of biodiversity, and climate regulation for the entire planet. Throughout the lifecycle, these trees will be photographed and geolocated by Treedom, making it possible for them to be monitored from anywhere in the world.

Taghleef Industries is committed to extending *Ti Trees* to its customers and partners by planting a tree for every reDESIGN™ project where traditional film structures are replaced by sustainable and recyclable film solutions used in packaging, labeling, graphic arts, and other technical applications.

This initiative is part of Dynamic Cycle™, Taghleef’s holistic approach to sustainability. The Group aims to look at all aspects of the industry and develop new ways to contribute and take action on matters that are important for its partners, communities, and stakeholders.

With the *Ti Trees* initiative, Taghleef Industries aims to make a positive contribution toward protecting the environment through reforestation and supporting local communities that will be directly involved in these agroforestry projects.

On Earth Day and every day, we all can make changes for a more sustainable future and contribute to the quality of life of generations to come.

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## About Taghleef Industries

Taghleef Industries (*Ti*) is the leading supplier of specialty and high-performance films for packaging, labels, industrial, and graphic arts applications. Headquartered in Dubai with manufacturing sites in eleven countries on six continents, the company has an annual capacity of 500,000 metric tons of BOPP, CPP, and PLA films for the global marketplace. *Ti* delivers intelligent packaging solutions and sustainable added value to customers and stakeholders through innovative research, high quality film products and focused service. For additional information on Taghleef Industries, Dynamic Cycle™ and *Ti* brands including, NATIVIA®, EXTENDO®, DERPROSA™, SynDECOR®, Titanium™, SHAPE360®, and reLIFE™ visit [www.ti-films.com](http://www.ti-films.com).

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