

Goodbye to Single Use

告別一次即棄

Lexington Limited helps consumers to 'buy better, buy less' for a greener future

誠信行貿易有限公司協助消費者實踐「買少些，買好些」的原則，實現更環保未來

Meeting the needs of today's consumers without compromising the delicate ecosystem of the planet is a challenge for businesses around the world.

But it is also an opportunity, as more and more people are interested in a sustainable lifestyle.

Lexington Limited designs eco-friendly lifestyle products with the aim of creating a better environment and to nurture the well-being of the current and future generations. The company's house brand, Lexngo, includes products such as reusable drinking straws, foldable drinking bottles/mugs, collapsible

lunch boxes and shopping bags.

"Lexngo incorporates product design into daily lifestyle products that encourages the reduction in consumption of one-off disposable products," said

good quality products and brands that align with their increasingly environmentally conscious values.

"At Lexngo, we incorporate the three 'R's into our product designs – the ecological concepts of

reduce, reuse and recycle", said Wong. "This coincides with our business motto: 'Buy better, Buy less,' which aims to lessen the burden on Earth's limited resources".

With its offices in Hong Kong and Singapore and

manufacturing facilities in Guangdong, Lexington Limited aims to spread environmental awareness through the promotion of their Lexngo brand through Hong Kong, Mainland China, Asia and ASEAN countries. This mission to spread the message is an



Co-founder and Director Carlotta Wong.

In recent years, awareness of environmental issues and the damage done to the planet by disposable plastic has increased significantly. As the public has become more educated on these matters, consumers have also begun to look for



important part of what the company does.

So, in addition to producing eco-friendly consumer products, the firm has also made a number of educational videos and held CSR events with various organizations and non-government bodies, in order to give back to the community.

“Society can experience behavioral changes if solutions are provided and education efforts are increased,” said Wong.

By joining HKGCC, Lexington Limited aims to connect with like-minded members of the Chamber's network. Cooperation with other companies will help to nurture the development of an eco-friendly business community in Hong Kong and beyond, for the benefit of generations to come.

要滿足現今消費者的需要而又不損害地球脆弱的生態，是全球各地企業的挑戰所在。

然而，隨著愈來愈多人對可持續的生活方式感興趣，這同時亦創造了機會。

誠信行貿易設計環保生活用品，致力打造更美好的環境，為我們

和下一代謀福。該公司的自家品牌「樂力高」提供可重用飲管、可摺合水樽／水杯、可摺疊食物盒和環保購物袋等產品。

共同創辦人兼董事王詠儀表示：「樂力高把產品設計融入日常生活用品，以鼓勵減少使用一次性即棄產品。」

「樂力高的產品設計貫徹『3R』生態概念，即 Reduce（減少使用）、Reuse（物盡其用）及 Recycle（循環再造）。」王詠儀續道：「這與我們的營商理念配合一致：『買少些，買好些』（buy better, buy less），目的是減輕對地球有限資源造成的負擔。」



誠信行貿易在香港和新加坡均設有辦事處，並在廣東設立生產線，著力通過推廣旗下的樂力高品牌，向香港、中國內地、亞洲以至東盟國家宣揚環保意識。宣揚訊息的使命，是該公司的核心工作之一。

因此，該公司除了生產環保消費品，還製作了不少教育影片，並與不同組織和非政府機構合辦企業社會責任活動，回饋社會。

王詠儀說：「只要能提供方案和加強教育，社會就會出現行為改變。」

近年，人們的環保意識大大提高，日益關注即棄塑膠對地球造成的禍害。隨著公眾對這些問題的認識日漸增加，消費者亦開始尋求優質的產品和品牌，積極實踐環保理念。

誠信行貿易希望藉著加入總商會，能夠與志同道合的會員聯繫交流。與其他企業合作，將有助推動綠色商界在香港以至海外地區的發展，造福下一代。



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