

Athens, October 23, 2025

SANITAS, AB Vassilopoulos and Save Your Hood Join Forces Again for a Cleaner Veikou Park

With great enthusiasm and the active participation of Sarantis Group employees, the 5th volunteer clean-up at Veikou Park in Galatsi was successfully completed on Friday, October 17. This initiative is part of the long-standing collaboration between SANITAS—the Group’s leading household products brand—AB Vassilopoulos, and TECHAN, in support of the Save Your Hood project.

This action is part of the park’s “adoption” program, through which the partnering organizations systematically care for the area, promoting sustainability and raising awareness about environmental protection. Veikou Park, one of the city’s most beloved green spaces, once again welcomed dozens of volunteers from SANITAS, AB Vassilopoulos, and the Save Your Hood community, all of whom enthusiastically contributed to cleaning up the park.

During the clean-up, more than 3,500 liters of waste were collected and removed, making the park cleaner and more inviting for everyone. SANITAS provided specially designed FLEX&STRONG waste bags, made from 100% recycled plastic, featuring triple-strength technology for effective cleaning.

As part of the same initiative, AB Vassilopoulos’ Mobile “Environmental Education & Recycling Center,” in collaboration with TECHAN, was on site, offering visitors of all ages hands-on information and experience in recycling. Attendees had the opportunity to see in practice how a recycling machine with a reward incentive operates, discovering how easy it is for everyone to contribute to responsible waste management.

This successful collaboration between SANITAS, AB Vassilopoulos, and Save Your Hood highlights the power of collective action. The three organizations demonstrate that combining corporate responsibility with social awareness produces positive, tangible results for both the local community and the environment.

Faithful to its strategy for sustainable development and social contribution, Sarantis Group continues to implement initiatives that promote responsibility, the circular economy, and the creation of resilient communities. By focusing on its people and the values of solidarity and cooperation, the Group continues to inspire and support actions that make a real difference.

About Sarantis Group

Based in Athens and having a history of over 60 years in the industry, Sarantis Group is a multinational consumer products company with an ever-expanding geographical footprint and leading brands. The Group’s business is focused on the categories of Beauty, Skin & Sun Care, Personal Care, Home Care Solutions and Strategic Partnerships, offering in each category high quality brands that are top in consumers’ preferences. With a strong activity in thirteen countries organized in 8 business units - Greece (including Portugal and selected international markets), Poland, Romania, Bulgaria, West Balkans, Czech Republic & Slovakia, Ukraine, Hungary – the Group maintains a dynamic international profile, enhancing its expansion footprint through its presence in selected international markets.