



THE WONDER OF NATURE AND LOTS OF FUN

# Easter at Loro Parque



Red pandas are considered the most beautiful animals in the world



Two new 'neighbours' in the zoo

Photos: Loro Parque

The Easter break is finally here, and families have time to spend together to enjoy some new and wonderful experiences.

How about a visit to Loro Parque? Many novelties that

were introduced last year make a visit new and exciting, even for all those who are regular visitors. Animals from the five continents can be admired in settings individually and specifically designed for their health,

happiness and comfort. Have you seen the two female hippopotami which live in a complex that is modelled on the wetlands of their homeland? Opposite lives a group of charismatic ring-tailed lemurs, who, curious as they are, often come very close to greet visitors. And the novel aquatic Zen garden inspired by Japanese gardens and the majestic mountain ranges of Asia, is a unique landscape aquarium that has a calming charisma. The lions from Angola and the red pandas that like to rest quietly in the treetops during the day and are not easy to spot, are always impressive. But of course the parrots, sea lions, orcas and dolphins are always enthusiastic and energetic showmen and women!

Loro Parque was rated by Tripadvisor users as the best zoo in the world and the management has now also come up with some fabulous new ideas and activities for the Easter hol-

idays, days that will certainly be remembered forever, not only because of the many beautiful animals that can be seen in natural surroundings, but above all because Loro Parque as a modern zoo takes its role as a wildlife protection centre very seriously indeed.

Their animals act as ambassadors for their kin in the wild and visitors are made aware by the animals at the zoo of the level of their endangerment in the wilderness. Thought-provoking reminders are made during the shows and through displays throughout the Parque, wherewith each individual can make their own decisions in order to contribute their grain of sand to the protection of the environment. As one of the first zoos in Europe to do so, last year Loro Parque eliminated the use of single-use plastics such as bottles and sauce sachets and replaced them with fully biodegradable items and bottles that can be recycled, composted or reused. ■

## PROMOTION

# Imprenta Reyes for recyclable and reusable bags

Canary Islands' society is becoming increasingly sensitive to the importance of protecting the environment.

From the point of view of the Imprenta Reyes print shop, which can look back on 40 years of experience, this means that one needs to adapt to new consumer behaviour. For a long time, Imprenta Reyes has been offering printed bags made of paper or cotton in addition to the usual printing

services such as catalogues, brochures, books and journals. The company has purchased a new machine specifically for this purpose, and is thus particularly suited to small and medium-sized companies. "One of the reasons why we have looked into this issue was the demand from our customers. Until now, recyclable advertising bags could only be ordered in large quantities of 3,000 to 5,000 pieces

from the Peninsula. For many small businesses, that's far too many. That's why we bought a machine that can handle orders of 200 bags or more" explained Managing Director Berto Rodríguez.

The Imprenta Reyes print shop works with bags made of paper, non-woven fabrics or cotton. All three models are available in different sizes and in a wide range of colours. "This business idea is being well received both



This machine can also process small orders

by the print shop's clients and their customers. We have even been able to win new customers. In this way, environmental protection and customer loyalty go hand in hand and

it's an important step in counteracting unnecessary plastic consumption" says Rodríguez, confident that the future of shopping bags lies in paper and fabric. ■

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