

Logista Launches “Getta Giusto”, the New Campaign Promoting the Proper Disposal of Electronic Cigarettes

The initiative builds on T-COLLECT, the nationwide collection project that enables consumers to dispose of used e-cigarettes through more than 30,000 tobacconists across Italy

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Logista, Europe's leading distributor of products and services for points of sale, launches “Getta Giusto” (*Dispose Right*), the new awareness campaign dedicated to the correct disposal of electronic cigarettes, rechargeable or disposable, and end-of-life heated tobacco devices.

In Italy, the use of these next-generation products is growing and, at the same time, attention to their correct disposal once they reach the end of their life cycle is increasing. According to the Ipsos Doxa survey *Smoking and Non-Smoking Products: A Study on the Phenomenon of Illegality*, based on 2025 data, a significant proportion of consumers still do not dispose of these devices through dedicated collection channels. These products are classified as WEEE (Waste Electrical and Electronic Equipment), which require specific collection and treatment processes to ensure the recovery and recycling of materials. In fact, they are WEEE (Waste Electrical and Electronic Equipment), which requires specific treatment methods to allow the recovery of materials and their recycling. In this context, it becomes essential to make simple, accessible and widespread collection solutions available to consumers.

The new communication campaign was developed starting from an in-depth analysis of the context and consumer behaviour. The concept translates into an immediate and memorable message: “Getta Giusto”, a simple and direct invitation that encourages people to make a responsible gesture in the disposal of used devices. The key visual recalls the themes of sustainability and the circular economy. It was created to make the initiative even more recognizable and closer to citizens.

The T-COLLECT project, promoted by Logista as part of the Program Agreement signed with the Ministry of the Environment and Energy Security, the Italian Tobacconist Federation and the WEEE Coordination Center, today enters a new phase with the “Getta Giusto” campaign. The renewed identity, which strengthens its recognizability and makes its purpose even more immediate, promotes the collection of used electronic cigarettes through the extensive network of tobacconists. Since the launch of the project on a national scale in 2024, about 90 tons of used e-cigarettes have been collected so far, with the recovery of more than 13,000 kilograms of plastic for recycling. This activity has made it possible to avoid the emission of about 39,000 tons of CO₂.¹

¹ <https://endplasticsoup.org/it/1-kg-of-plastic-equals-3-kg-co2-equivalents/>

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Thanks to the “one-for-zero” take-back scheme, consumers can deliver used electronic cigarettes free of charge to their trusted tobacconist, without any obligation to purchase new products. A simple, convenient and accessible method that significantly expands collection opportunities throughout the country and helps to make proper disposal part of a daily gesture.

The name T-COLLECT clearly expresses the mission of the project and the central role of tobacconists as local collection points for end-of-life devices. The evolution of the initiative is accompanied by a major rebranding plan that has affected all the main elements of the program, starting with the new collection box, completely redesigned to improve visibility, recognition and ease of use. The renewal is the result of the experience gained in the field and of the feedback collected in recent years from both consumers and the sales network, which will continue to be involved through dedicated training, information and engagement activities.

A comprehensive communication programme will support the launch through the end of the year. The first wave will include a press campaign in newspapers, generalist magazines and trade publications, as well as digital activities on social channels, online advertising campaigns and initiatives aimed at improving the visibility of the project and the findability of participating stores on search engines and generative artificial intelligence platforms. Starting in autumn, additional activations targeting different audiences will be rolled out, with the aim of encouraging more responsible behaviors.

The points of sale participating in the initiative - over 30,000 throughout the country - can be easily identified through the interactive map available on logista.it/t-collect and through the “Logista per te” App, where further useful information can also be consulted, including opening days and hours.

Federico Rella, Vice President and Corporate Affairs Director of Logista Italia, comments: *“With Getta Giusto we want to make the adoption of responsible behaviour in the management of used electronic devices even easier and more immediate. Sustainability generates value when it is able to translate into concrete and accessible actions. Thanks to T-COLLECT, we provide consumers with a widespread and free solution that represents a concrete example of collaboration between institutions and the supply chain, capable of transforming a small daily gesture into a tangible contribution to the circular economy and environmental protection.”*

About Logista

Logista is the leading distributor to proximity retailers in Europe. In Italy, it has built one of the largest proximity logistics and trade networks and is recognized as an efficient and neutral partner. With approximately 90 depots, it supplies 60,000 points of sale throughout the country, guaranteeing the State a revenue of more than 15 billion euros per year. Logista is committed to numerous sustainability initiatives designed to minimize the impact of business by considering environment, community and business in a vision of mutual development. Follow Logista Italia on [LinkedIn](#) and learn more on logista.it

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