2 July, 2019

**NEW EBOOK FROM TOMRA SORTING RECYCLING IDENTIFIES HOW THE PLASTICS VALUE CHAIN CAN REDUCE PLASTIC WASTE**

*The existential threat to oceans and marine life is a good enough reason to cut plastics waste, profitable new business opportunities are another*

TOMRA Sorting Recycling has published a new eBook, which shares transformational ideas for reducing plastic waste throughout the plastics value chain. The free-to-download publication spotlights how wider adoption of a circular economy is not only vital for our environment but can also bring new business opportunities.

TOMRA’s latest digital book takes the realistic view that plastic has become irreplaceable in our everyday lives because of its many advantages, but action is needed urgently to prevent an exacerbation of the threat plastic waste is already posing to our oceans and marine life. The crux of the matter, the eBook says, is what we do with the plastic after use, and how plastics re-enter the circular economy. By implementing effective measures in the plastics value chain, we can ensure the long-term health of our economies, communities and environment.

TOMRA’s eBook identifies many of the actions that need to be taken to prevent environmental catastrophe. Moreover, it flags-up the necessary actions by all key industry stakeholders in the plastics value chain: chemical and plastics manufacturers, consumer goods companies, retailers, consumers, waste management companies, recycling facilities, and legislators.

Beyond the environmental benefits of recycling waste, the eBook observes how positive economic shifts can also be expected. Economies which use once-and-discard models are embracing new business opportunities through the advanced sorting technologies that purify and deliver high-quality recyclates.

**About TOMRA Sorting Recycling**

TOMRA Sorting Recycling designs and manufactures sensor-based sorting technologies for the global recycling and waste management industry. Over 5,500 systems have been installed in almost 80 countries worldwide.

Responsible for developing the world’s first high-capacity near infrared (NIR) sensor for waste sorting applications, TOMRA Sorting Recycling remains an industry pioneer with a dedication to extracting high purity fractions from waste streams that maximize both yield and profits.

TOMRA Sorting Recycling is part of TOMRA Sorting Solutions which also develops sensor-based systems for sorting, peeling and process analytics for the food, mining and other industries.
TOMRA Sorting is owned by Norwegian company TOMRA Systems ASA, which is listed on the Oslo Stock Exchange. Founded in 1972, TOMRA Systems ASA has a turnover of around €876m and employs ~4,000 globally.

For more information on TOMRA Sorting Recycling visit [www.tomra.com/recycling](http://www.tomra.com/recycling) or follow us on [LinkedIn](https://www.linkedin.com/company-beta/123801), [Twitter](https://twitter.com/TOMRARecycling) or [Facebook](https://www.facebook.com/TOMRA-Sorting-Recycling-183257172165234/).

*Media Contacts:*

*Nuria Martí*

*Alarcon & Harris PR*

*Avda. Ramón y Cajal, 27*

*28016 Madrid, Spain*

*T: +34 91 415 30 20*

*E:* *nmarti@alarconyharris.com*

*Skype: nuria.marti.romero*

*W:* [*www.alarconyharris.com*](http://www.alarconyharris.com)

*Michèle Wiemer*

*Communications Department*

*TOMRA Sorting GmbH*

*Otto-Hahn-Str. 6; 56218*

*Mülheim-Kärlich, Germany*

*T: +49 2630 9150 453*

*E: Michele.Wiemer@tomra.com*

*W: www.tomra.com/recycling*