



PRESS RELEASE

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Global Recycling Foundation confirms support from TOMRA

Innovative recycling brand to become a 'Friend of the Foundation' and a Global Recycling Day sponsor

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[Global Recycling Foundation](http://www.globalrecyclingfoundation.org) is pleased to announce that [TOMRA Sorting Recycling](http://www.tomra.com), the provider of innovative and cutting-edge solutions for resource productivity, has become a 'Friend of the Foundation', as well as a sponsor for Global Recycling Day on 18th March 2019.

TOMRA Sorting Recycling designs and manufactures sensor-based sorting technologies for the global recycling and waste management industry. With over 5,500 systems installed in 80 countries over the world, TOMRA Sorting Recycling has a dedication to extracting high purity fractions from waste streams that maximise both yield and profits.

The theme of this year's Global Recycling Day is "Recycling into the Future", focusing on young people and innovation and aims to encourage everyone to recognise the role we can all play in better recycling practices and improving the circular economy.

Founding President of the Global Recycling Foundation, Ranjit Baxi, says: "We are proud to welcome TOMRA as a Friend of the Foundation and a sponsor for Global Recycling Day. Our goals on getting people to think about recycling differently align perfectly with TOMRA's mission to have a 'resource revolution' where people rethink how they obtain, use and reuse the world's resources."

Dr Volker Rehrmann, Head of Circular Economy at TOMRA says: "The Circular Economy is more in focus than ever before – regions around the world are heightening sustainability targets and driving impactful standards. Together with TOMRA, the regions build a brighter future for generations to come. We are pleased to be a part of the Global Recycling Day initiative and look forward to working with the Global Recycling Foundation to make a difference."

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About the Global Recycling Foundation

The Global Recycling Foundation, formed by the Bureau of International Recycling in October 2018, supports the promotion of recycling, and the recycling industry, across the world in order to showcase its vital role in preserving the future of the planet. It will promote Global Recycling Day as well as other educational programmes, awareness projects and innovation initiatives which focus on the sustainable and inclusive development of recycling.