

Digital press conference: Launch of the world's biggest and most advanced plastic sorting and recycling plant

Svensk Plaståtervinning (Swedish Plastic Recycling) has invested one billion (SEK) in the plant Site Zero. On 15 November, it is time for the inauguration. In connection with this, a press conference will be organized where the CEO, Mattias Philipsson, will inform about the plant, how it will contribute to the climate goals, and how it enables the development of new markets for recycled plastics. The test period's recycling results will also be presented – which exceeds all expectations.

“Site Zero delivers far beyond expectations, and it represents a new era for plastic recycling. Sweden will now be the driving force for a transition that needs to be made all over the world to reduce climate impact and the need for fossil plastic raw materials – and make plastics part of the circular economy”, says Mattias Philipsson, CEO of Svensk Plaståtervinning.

The press conference will be held on-site at Site Zero and digitally on 15 November. Information about the press conference, a link to the digital broadcast, and press material for download and background knowledge can be found at <http://www.svenskplastatervinning.se/presstraff-site-zero/>.

Practical information for participation online:

When: The press conference starts at 12:00 am on 15 November. The broadcast is in English, with the possibility to ask questions in the chat.

Participants: Mattias Philipsson, CEO, Svensk Plaståtervinning

For questions about the press conference, please contact Karin Henriksson: karin.henriksson@intellecta.se, +46 (0) 761-18 99 59

For media on-site at Site Zero: ([Vickerkullavägen 2, Motala](#))

Press lunch at 11:30 am.

Press conference at 12:00 am.

Interview time: approx. 12:30 pm.

Press tour of Site Zero: approx. 1:00 pm.

In addition to Mattias Philipsson (CEO of Svensk Plaståtervinning), Åsa Stenmarck (Material flow expert at the Swedish Environmental Protection Agency), Karin Jawerth (Packaging Manager at ICA), and representatives from Tomra and Sutco, who have delivered the plant and equipment, will be present for interviews.

Grand Opening with external guests: 3:00-5:30 pm.

Evening event at [Lokverstan](#) with the possibility for the media to attend: 5:45 pm to approx. 10:00 pm. Register with the press contact above. Transfer is organized by Svensk Plaståtervinning.

For practical questions about e.g. traveling to Motala, accommodation etc. please contact sitezero@eventreg.se.

About Site Zero

Size: approx. 60,000 sqm

Receiving capacity: 200,000 tons of mixed plastic packaging from households per year

Sorting speed: approx. 1,000 packaging per second.

Sorting capacity: rigid PP, rigid HDPE, flexible LDPE, PET trays, transparent PET bottles, colored PET bottles, flexible PP, EPS, PS, PVC, two grades of mixed Polyolefins, metals, and non-plastic waste.

Sorting sensors: 60 Near Infrared-sensors, laser, and camera technology

Agglomeration output intended for: chemical recycling, composite products

System: Fully automated, digitalized real-time optimization

Total investment: approx. SEK 1 billion (year 2019-2023). The Swedish Environmental Protection Agency (Naturvårdsverket) has financed just over 207 million SEK through the climate investment program Climate Leap (Klimatklivet).

For more information, please contact

Mattias Philipsson, CEO of Swedish Plastic Recycling

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Svensk Plaståtervinning AB offers a nationwide system for the collection and circular recycling of plastic packaging in Sweden for businesses with producer responsibility. In the autumn of 2023, the new Site Zero facility in Motala will open, which will be the world's largest and most efficient plastic recycling facility. Site Zero creates the conditions for recycling all plastic packaging from Swedish households, completely circular with the lowest possible climate footprint.

Svensk Plaståtervinning is owned by large parts of the Swedish business community through the Plastics Industry Information Council, the grocery suppliers DLF, Svensk Handel and Svensk Dagligvaruhandel. Together with the three other material companies (Svenska Metallkretsen, Returkartong and Svensk Glasåtervinning), Svensk Plaståtervinning owns FTI (Förpackningsinsamlingen), which handles the collection of plastic packaging. Svensk Plaståtervinning is headquartered in Motala with around 80 employees. More on svenskplastatervinning.se