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TOMRA SORTING RECYCLING PROMOTES BRIAN GIST TO UK AND NORDICS MANAGING DIRECTOR

Sensor-based sorting specialist, TOMRA Sorting Recycling, has promoted Brian Gist to the role of UK and Nordics Managing Director.

Reporting into Fabrizio Radice, TOMRA Sorting Recycling's Global Sales & Marketing Director, Brian will be responsible for TOMRA's strategic development, managing operations and delivering the company's ambitious growth plans, both here in the UK and in the Nordic region, a key growth area for the business. As Managing Director, Brian will manage the UK and Nordic sales and back office teams, totaling 18 employees. He will continue to hold his current role as Global Sales Director for metals.

Brian joined TOMRA UK in 2007, heading up metals sales within TOMRA UK before being promoted to the role of Global Sales Director for metals in 2015. He has achieved considerable success on this side of the business over the past three years.

Brian is a Chartered Mechanical Engineer and holds a B.Eng Honours degree in Mechanical Engineering, as well as an MBA from Sheffield University. Prior to joining TOMRA, Brian worked for Allied Steel & Wire, which later became part of the Celsa Group, and Sims Group UK Ltd, where he developed process techniques to recover higher value materials.

Commenting on his new role, Brian says: "It's a really exciting time to be taking on this role within the business. The UK's recycling industry has experienced significant changes over the past decade. Ten years ago, huge investment was being made in multiple new MRF facilities, but those days are gone and now, other than a very small number of capital projects, the industry has shifted towards facility upgrades in order to boost the quality of recovered materials.

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“TOMRA has adapted its business accordingly and I’m delighted to say that we’re extremely busy on a number of redesign and retrofit projects. Our main focus for the coming months is helping reprocessors meet the new and particularly challenging export purity requirements set by the Chinese Government. I have a very strong team behind me and I’m confident that we can continue to increase our market share. We remain the market leaders in sensor based sorting.”

Fabrizio Radice, Global Sales & Marketing Director for TOMRA Sorting Recycling, adds: “With his wealth of industry knowledge and in-depth understanding of TOMRA’s industry-leading technology, Brian is ideally placed to drive our business forward and continue to build on the unrivalled reputation that TOMRA has both in the UK and in the Nordic region. He is highly respected by our customers, employees and our industry peers, so he is definitely the right candidate for this key role.”

Brian takes up his role with immediate effect.

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Media Contacts:

Jack Davison
Proteus PR
Phone: +44 1295 678391
Email: jack.davison@proteuspr.co.uk

Mithu Mohren
TOMRA Sorting Recycling
Phone: +49 2630 9652 312
Email: Mithu.Mohren@tomra.com

About TOMRA Sorting Recycling

TOMRA Sorting Recycling designs and manufactures sensor-based sorting technologies for the global recycling and waste management industry. Over 4,900 systems have been installed in 50 countries

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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 around €710m and employs over 3,500 people.

For more information on TOMRA Sorting Recycling visit www.tomra.com/recycling or follow us on [LinkedIn](#), [Twitter](#) or [Facebook](#).