

June 30, 2021

TOMRA Recycling hosts webinar on data-driven recovery of plastics packaging

As a world leader in waste sorting solutions that enable a circular economy, TOMRA Recycling is hosting a free webinar, *“Maximizing plastic packaging recovery – how data upgrades plastics performance”* on July 14 at 10 a.m. EDT/7 a.m. PDT.

Increased demand for recycled content for packaging and bottle-to-bottle recycling has created a need for waste management and material recovery facilities (MRFs) to recover higher volumes of plastics with lower contamination rates from dry and mixed waste collections. With presorted plastics and recycled plastic pellets sales continuing to rise, now is the ideal time to future-proof or retrofit plastic sorting systems to take advantage of this valuable trend.

TOMRA’s webinar will focus on the automated sorting of an extensive range of polymers and how the newest generation AUTOSORT® makes a tremendously positive impact on packaging waste processes.

During the 45-minute live session, attendees will learn about harnessing data generated through digital platforms. Philipp Knopp, Product Manager TOMRA Recycling and plastic applications specialist, will share insights into realizing more accurate sorting of polymer packaging and improving plant performance. TOMRA’s Product Manager Recycling Digital, Johannes Jacoby, will highlight important trends like using the Industrial Internet of Things to optimize automation and create more transparency for supply chains and plant operators.

An interactive Q&A session at the end of the presentation will provide attendees with the opportunity to explore specific topics in more detail.

Join us in discovering the power of harnessing data to improve plastics performance at our free event (held in English) on **July 14, 10 a.m. EDT**. Register at: <https://solutions.tomra.com/en/tomra-packaging-webinar>

A recording of the webinar will be sent to all registrants after the live event.

TOMRA Recycling

TOMRA Recycling designs and manufactures sensor-based sorting technologies for the recycling and waste management industry. More than 7,400 systems are installed in 100 countries around the world.

Responsible for the development of the world's first infrared sensor for waste recycling applications, TOMRA Recycling is a pioneer in the field and through its sensors recovers high-purity fractions from the waste stream that maximize yield and customer benefits.

TOMRA Recycling is part of TOMRA Sorting Solutions, which develops sensor-based sorting and process control systems for the food, mining and other industries. TOMRA Sorting is owned by Norway's TOMRA Systems ASA, which is listed on the Oslo Stock Exchange. Founded in 1972, TOMRA Systems ASA has sales of approximately €985 million and employs more than 4,300 people. For more information about TOMRA Recycling: www.tomra.com/recycling or follow us on [LinkedIn](#), [Twitter](#) or [Facebook](#).

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