

INSIGHT INTO DRINK CONTAINER RECYLING ROGRAMS AND E UI MENT AT WORLD'S LARGEST RETAIL TRADE FAIR

European retailers get early look at reverse vending and deposit return at EuroShop

With several European regions set to introduce <u>"deposit return systems" (DRSs)</u> for drink container recycling in coming years, stores can get early insight into deposit return in Europe and retail involvement from <u>reverse vending leader TOMRA</u>, during the EuroShop trade fair (26 February to 2 March in Dusseldorf). DRSs typically legislate that beverage retailers serve as return points for drink containers, with retailers thereby playing a vital role in the success of a deposit system.

"Retailers can get ahead of the pack at EuroShop, by learning more about the role of supermarkets and grocery stores in drink container recycling, upcoming deposit systems and the reverse vending equipment that retailers can use to participate in those recycling programs," said Harald Henriksen, Head of TOMRA Collection.

During EuroShop, TOMRA will also preview concepts for the next generation of TOMRA reverse vending solutions, and release a report from its latest consumer research, investigating European consumers' shopping habits and preferences around drink container recycling.