

## Recycling

# Returpack's Recycling System

Budapest, Hungary



## Seven tons of aluminium cans and twenty tons of plastic bottles recycled in one year thanks to innovative Reverse Vending Machine

Aluminum cans and PET plastic bottles are two of the most popular forms of beverage packaging in Hungary. The aluminium and plastic waste contain valuable materials and could be recycled to save energy and preserve the world's scarce resources of virgin raw materials. However, without a place to deposit them it is challenging to recollect beverage packaging.

To address this environmental challenge, Returpack, a packaging recycling operator based in Budapest, together with Sealorient company have developed a new technology and business model called "Reverse Vending Machine" (RVM) in 2009. The RVM is a standalone recycling collection point located at retail stores, where consumers can deposit their used aluminium cans and PET bottles. The RVM is able to identify can types and reject non-recyclable materials. In return, the RVM users receive an incentive coupon, without introducing a deposit scheme.



Returpack's technological innovation and business model offers a sustainable solution to economically overcome the problems of collecting and recycling unwieldy and bulky recyclables. Since 2010 the number of stores which have created recycling programmes and are operating the RVMs has increased from 24 to close to 200 across Hungary. Thanks to the RVM technology, seven tonne of aluminium cans and twenty tons of plastic bottles can be recycled every year. The introduction of Returpack's RVM and recycling collection system have been important initiatives in supporting Budapest regions and the rest of the country to increase its separate collection of aluminium and PET plastic waste.

**"Every Can Counts!"**

- Lajos Benkő

General Manager

### Useful links:

[www.returpack.hu/en](http://www.returpack.hu/en)

### For more information about the project contact:

Mr Lajos Benkő

General Manager

Returpack

E-mail: [lajos.benko@returpack.hu](mailto:lajos.benko@returpack.hu)

