

## Four consulting stations to illustrate TOMRA's sorting technologies



TOMRA Sorting Recycling will spotlight its sensor-based sorting technologies at IFAT 2018, the world's leading trade fair for environmental technologies, at Messe München, Germany, on May 14-18. The overarching theme of TOMRA's exhibition stand will be 'One planet, one recycling solution' and the solution is TOMRA because the company designs and manufactures such a wide range of sorting machines.

To help attendees get the most from TOMRA's presence at IFAT 2018, the company is inviting visits beforehand to its online event preview page. Here there are four opportunities to expand the TOMRA IFAT experience: by setting-up a meeting with a TOMRA Sales Expert who can provide exactly the kind of information you might need; to reserve a space at one of the four TOMRA Leads future-oriented presentations TOMRA will be giving on its stand; to submit an entry to the company's InPulse Award, which offers a prize for the best innovation idea, whether it's about technology, service, project management, a new application, or anything else; and to reserve a space as a guest at TOMRA's Test Center near Koblenz on 18 May. Here it will be possible to see a range of TOMRA sorting machines at work, during the TOMRA Leads Demo Day. (Test Center visitors will be required to make their own travel arrangements).

TOMRA's exhibition stand at IFAT 2018 will feature four consulting stations, each with a distinct focus: metal recycling, waste, the circular economy, and the future. These stations illustrate the completeness of TOMRA's solutions for the present day and the company's commitment to innovation for the future.

The 'Metal Recycling' section of TOMRA's stand will ask the question "Are you a metal head?" Here TOMRA will explain why China's tough new National Sword policy - banning the importation of 24 types of solid waste, including various plastics and unsorted mixed papers - is nothing to fear. Information will be provided about TOMRA's applications for Zorba, Zurik, aluminum, end-of-life vehicles, electronic waste, and wires. Video screens will show four machines in action: FINDER, X-TRACT, COMBISENSE, and the new LOD (Laser Object Detection) system which is capable of meeting National Sword's product purity requirements.

After asking visitors "Do you like it dirty?" the 'Waste' area of TOMRA's stand will advise how to maximize recycling yields from municipal solid waste. TOMRA provides machines for applications as diverse as paper, wood chips, packaging, flakes, PET bottles, black plastics, construction and demolition debris, and commercial and industrial waste. A video screen here will show TOMRA's

AUTOSORT, AUTOSORT FLAKE, AUTOSORT LASER, LOD, and X-TRACT machines.

The part of TOMRA's stand titled 'Circular Economy' will ask "Are you ready to be re-used?" Here the focus will be on how TOMRA's technologies of today can help make the world a better place tomorrow. A thought-provoking video will summarize the worrying extent of environmental damage being done by waste, particularly plastic, to our planet and its oceans. As an active reaction to this problem, last year TOMRA signed-up to the New Plastics Economy - an initiative which brings together businesses, governments, scientists and citizens to accelerate the transition towards a global plastics system guided by the principles of the circular economy.

The fourth quarter of TOMRA's display is titled 'The Future' and raises the question "Do you want to look inside?" Here TOMRA will give glimpses into research and development and imminent new machines and technologies. The most significant of all advancements is likely to be the growing sophistication of artificial intelligence, which is already integrated in TOMRA's machines to a greater extent than in any other manufacturer's. At this part of the stand it will also be possible for visitors to interact with live data using TOMRA Insight. ♦