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Press Release

Renewi cooperates with Tefal to recycle over 31,000kg of old frying pans into secondary raw materials

Leading waste-to-product company, Renewi plc has been working with Tefal and two retail chains in the Netherlands to collect and recycle over 31,000kg of old frying pans into secondary raw materials.

During the 'Tefal Exchange Weeks' at the Blokker and Marskramer chain stores in the Netherlands, customers received a 30% discount on the purchase of new Tefal pans in exchange for their old pans. The pans have been recycled at Coolrec, recovering over 31,000 kg of secondary raw materials that can be converted back into new products.

Coolrec, part of Renewi's Monostreams Division and WEEElabex certified, specialises in the recycling of electrical and electronic products (WEEE) into high-quality secondary raw materials. With its long-standing reputation and experience in WEEE recycling, Coolrec has built up extensive knowledge regarding the recovery of metals and plastics from discarded products. In the Tefal cooperation Coolrec was able to recover the different metals like stainless steel and aluminium as well as plastics from handgrips.

Arjen Wittekoek, Director at Coolrec said:

"More than 90% of raw materials that Coolrec recovers from these discarded pans are put to good use as secondary raw materials in new products. This preserves our planet's scarce resources and helps to reduce CO₂ emissions. Our partnership with Tefal puts our circular vision and mission into practice by showing that new life can be given to discarded products by recycling them correctly."

Jaap van der Vijver, Tefal Marketing Director said:

"During the entire life cycle of our products we show our commitment to the environment. We aim to impact the environment as little as possible with our products and activities. The collaboration with Coolrec ensures there's a good processing of old pans, which allows this sort of promotion to contribute directly to achieving our sustainability goals. This year we will be delivering an enormous amount of old pans for recycling again. A marvellous circular collaboration!"

In addition to the 'Tefal Exchange Weeks' for pans, this year Tefal and Coolrec also worked together in a similar promotion where customers of Blokker could hand in ironing products in exchange for a 20% discount on new irons, steam generators or clothes steamers. This promotion led to a total of over 8,600 kg of discarded irons being collected and recycled. Coolrec is therefore proud of this collaboration with Tefal, which further underlines its vision of the circular economy; waste no more.

About Renewi

Renewi, created in 2017 by the merger of Shanks Group plc and Van Ganssewinkel Groep B.V., is a leading waste-to-product business ideally positioned to be part of the solution to some of the main environmental problems facing society today: reducing waste, avoiding pollution, and preventing the unnecessary use of finite natural resources.



We are listed on the London Stock Exchange and are a constituent of the FTSE250 index. With over 8,000 employees in Europe and North America, we have deep expertise and an extensive breadth of waste management products and services.

For us, waste is a state of mind, an opportunity. When we take away someone's waste, we then give it new life. We transform a wide range of used materials into useful products and raw materials for our customers, like recycled paper, metal, plastic and glass, woodchips, compost, energy, fuel, and other products.

In the process we protect the world from contamination, preserve finite natural resources, and enable customers to meet their sustainability goals. With our deep international expertise we also provide our customers with an extensive product range, combined with local service and attention.

Above all, our team is committed and passionate about our mission: waste no more. Renewi operates across five divisions:

- Netherlands Commercial – Collecting, sorting, treating and recycling commercial and household waste in the Netherlands
- Belgium Commercial – Collecting, sorting, treating and recycling commercial and household waste in Belgium
- Hazardous Waste – Treating soil, water and packed chemical waste at our flagship ATM facility and conducting specialist industrial cleaning in the Netherlands
- Monostreams – Managing a range of waste streams which focus on specific end markets such as glass, electronic goods, organics and minerals in Europe
- Municipal – Operating long-term waste management contracts with local authorities in the UK and Canada

For more information, please visit: www.renewiplc.com
Images are available to download at: www.renewiplc.com/imagelibrary

About Coolrec

With its nine branches in the Netherlands, Belgium, Germany and France, Coolrec provides an integral and international network for the processing of WEEE (Waste Electrical and Electronic Equipment) of the highest level. Coolrec recycles electrical appliances and electronic products into high-quality recycled plastics, metals and other raw materials: from monitors to fridges and from ICT products to small domestic appliances.

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