

Make (your) plastic matter

Start

Our resources is our future

— circular processes that harmonize with the beautiful circular ecosystem, we live in

[Fokus on the resources – slowly revealing great nature shots]

12 sec

When we throw out plastic, in the right bin, of course

— many worry about where it all ends... and with good reason

[introducing the bin = child opens bin and throws out colorful plastic, filmed from the bottom of the bin]

Until now. A new and innovative partnership has made it possible to utilize the mixed and dirty plastic waste we create in our households

[Logos, graphics and film cuts]

24 sec

In Rebild (Denmark) you can already find the first bins of its kind
— made from their own plastic waste

This is a very big step forward in our handling of plastic waste
— setting completely new standards for our demands for recycled plastic

Oh, and by the way. We're making huge CO₂ savings, by moving the resources from incineration to repeated circular recycling processes, that will last for decades

45 sec

[The Process]

When the plastic waste is collected from the citizens, **Reno Nord** handles the important pre-sorting and extraction of the plastic waste for the further treatment

54 sec

With hand-picked partners, **Ragn-Sells** refines the plastic waste through complex mechanical processes, transforming the waste into resources. Pelletized and ready for production

62 sec

There are no shortcuts to ensuring a consistent high quality. So, that's what we do: ensuring a high quality control to meet the highest standards

69 sec

PWS never compromises on quality. And that's no easy task with recycled post consumer plastic. But the message from EU is clear: New innovative processes is demanded to combine the highest quality with the most critical plastic resources

84 sec

84 sec

The big question is how? How is it possible to mass produce a bin that can cope a fall of 3 meters — withstand extreme temperature differences and archive the highest certified standards for bins — made from resources catapulting sustainable plastics to new heights [Animations + Certification RAL GZ951]

It is. With the right people and mindset

102 sec

Circular economy cannot be reached by a single entity alone, but is the result of cooperation between partners and supply chain innovation

112 sec

Thank you Rebuild, for sorting your plastic waste. Now, we can recycle your plastics in new bins more than ten times, and by doing so, securing our resources for the next 100 years.

120 sec

[Outro]