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SIG and partners develop solution for recycling used beverage cartons in Egypt

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SIG has partnered with Plastic Bank, Carta Misr, and TileGreen to establish Egyptâ??s first end-to-end recycling system for used aseptic beverage cartons. This initiative will help to restructure the Egyptian recycling landscape and turn waste into valuable resources.

At present, there is no formalised system for waste collection and recycling in Egypt. The new system that SIG and its partners have now introduced tackles every stage of the recycling process. Plastic Bank oversees the collection of used beverage cartons, ensuring a steady supply of recyclable materials. The collection is backed by a blockchain-secured platform, providing full traceability and transparency in waste collection, empowering waste collectors to convert every piece of discarded material into a source of revenue.

Carta Misr, a local paper mill, separates paper fibers from the aluminum and polymer layers of the cartons to create high-quality recycled paper products. Meanwhile, TileGreen, an Egyptian startup, repurposes the PolyAl mix into durable interlock bricks.

â??With this strong partner network, we ensure that all materials from used beverage cartons can be recycled, thus preventing components of the packaging from having to be landfilled. By achieving a system supporting circularity of used beverage cartons in Egypt, we are demonstrating that sustainable innovation is not only possible but also essential,â?

said Abdelghany Eladib, President & General Manager India, Middle East and Africa at SIG. â??This initiative embodies our commitment to creating economic, social, and environmental value, showing how industry collaboration can drive scalable solutions that benefit everyone.â?•