

The life of an object doesn't end in the trash can...



EVERYTHING CAN BE TRANSFORMED
NOTHING CAN BE CREATED NOR DESTROYED



An anti-waste journey to transform waste into a resource

What you toss on the ground
does not disappear.
It remains instead
for...

THE LIFESPAN OF
! THINGS



4.000
years

100
to 1.000
years



3
months



4 to 12
months



20
to 100
years



1.000
years



3 to 6
months



2
years



Nature doesn't refuse anything, our environment absorbs everything. It's up to us to let all this be transformed into a resource.

Over the last century science has made huge steps forward: we know now that any item, of any material, is part of a circle which we open and which we are supposed to close. Recycled waste can be a starting point for something new.

Do you think
all materials are the same?
...that the end of an object
must be your trash can?



That's not true!

Glass

Plastic

Aluminium

**Begin your journey
from any
of these 3 materials
and follow it along
it's recycling path...**



1. COLLECTION

The glass collected in the dedicated containers is picked up and carried to our first selection plant.



2. FIRST PROCESS PLATFORM tra



Here the glass is selected and separated from impurities and foreign particles (i.e. fragments of ceramic, metal, paper or plastic).

Then it is stored in dedicated **containers**.



3. SECOND PROCESS PLATFORM

Once the glass is recovered, it is then crushed in homogeneous pieces and eventually washed.



Did you know that....

The history of glass dates back 5000 years, but the longevity of material itself has no rivals. Glass is the most environmentally friendly material, as it can be recycled endlessly. From 100 kg of glass scrapes, 100 kg of new glass can be obtained.



4. GLASSHOUSE

The recycled glass arrives in the glasshouses, where it is melted at above 1500 C° (2732 F) and later moulded in appropriate moulds and transformed into new objects, such as bottles or jars for endless uses.



RECYCLED PRODUCTS

The glass obtained from recycled material is not waste any longer, now it is a secondary raw material.

The cycle closes and has reached the goal when maximum waste recovery is achieved

Look around

Where is that wine bottle gone, which you tossed last year in the bottle bank? It might now be a flower pot, a container for biscuits, a pitcher or another bottle...

YES
SIH
THIS
NO
SIH
THIS
NO

**What to put
and what not to put
in the bottle bank?
(some examples)**

YES :)

- bottles
- jars

NO :(

- window glass
- drinking glasses
- plates
- coffee cups
- bulbs
- ceramic
- mirrors
- baking dishe



1. COLLECTION

The plastic collected in the bins is picked up and transported to our first selection plant.



2. FIRST PROCESS PLATFORM

The packaging (plastic bottles, shoppers, detergent bottles, etc.) are carefully selected and separated by foreign particles. The material is pressed and the eco-friendly bales are sent to the second processing phase.



3. SECOND PROCESS PLATFORM

The plastics are divided according to typology, then pressed and sent to the next phase of the recycling process.



4. SHREDDING AND WASHING

In this phase a coarse shredding of the material takes place, which is then washed and transformed into flakes ready to be processed.



Did you know that...

The footballer's T-shirt in his previous life was a plastic bottle.



5. FINAL PROCESSING

The collected material goes through the last working process and can be transformed into completely new objects. Plastic obtained from these materials is no longer a waste but a second raw material.



RECYCLED PRODUCTS

From recycled plastic you get new bottles, shoppers, fleece sweaters, bags, flower vases, bin bags, street furniture and much more.

The cycle closes and has reached the goal when maximum waste recovery is achieved.

YES
SI
THIS
NO

**What to put
and what not to put
in the plastic bin?
(some examples)**

YES :)

- plastic plates and glasses
- plastic bags and shoppers

NO :(

- plastic cutlery
- glass bottles and vases
- paper and cardboard
- neon light bulbs
- spray cans
- ceramic
- plastic and metal objects
(toys and electrical
equipment, etc.)

Look around

Where did the plastic bottle of shampoo you tossed in the recycle bin ended up? Benches, vases for plants, garden toys for children, fleece sweaters, polyester t-shirts, containers, bottles, flooring tiles, lamps, urban furniture.



1. COLLECTION

The aluminium collected in the dedicated containers is picked up and carried to our first selection plant.



2. FIRST PROCESS PLATFORM

The material received is carefully selected and separated from impurities and foreign particles such as paper, plastic, glass and others.

The material is pressed and the “**eco-friendly bales**” are sent to the second processing phase.



3. SECOND PROCESS PLATFORM

Subsequently the selected material is transformed into thin sheets.

Did you know that...

The coffee maker is made of recycled material: for it you only need 37 cans.





5.FINAL PROCESSING

Aluminium is processed for the production of new objects.



RECYCLED PRODUCTS

The recovered aluminium, of the same quality as the original one, can be used to make new tools, appliances, home decorations, sport items and much more.

The cycle closes and has reached the goal when maximum waste recovery is achieved.

Look around

Where is the beverage can you had a year ago and which you threw in the recycling bin? Now it could be a pan, a window, a new can, a coffee maker or even a bicycle.

YES
SI
THIS
NO
NO

**What to put
and what not to put
in the aluminium bin?
(alcuni esempi)**

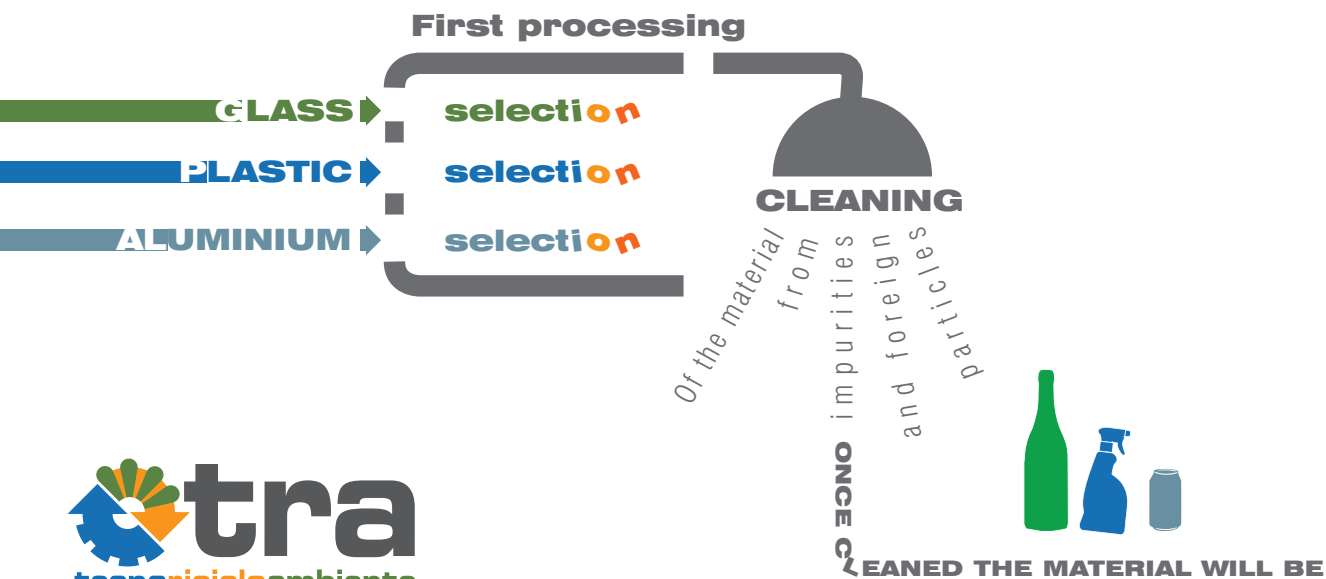
YES :)

- cans
- food cans
- spray cans
- tin foil
- screw caps for glass bottles

NO :(

- batteries
- frying pans
- ferrous material
- spectacles frames

FIND OUT how we **tra**sform materials



The life of an object does not end in the trash can...

Waste is not a worthless burden, it's rather a precious resource that can be endlessly transformed in new materials to use over and over again.

Recycling! Recycling! Recycling!

....To give them **a new life**



next processing phase ➡



next processing phase ➡



next processing phase ➡



Waste can be a source of value

Don't give in to laziness: YOUR recycling contributes to increase life quality every day. Together we can close the circle of nature and improve the environment by **transforming** every waste into a useful resource. **Our tomorrow has already begun.**

Waste is not worthless



To recycle this brochure give it to those who have not read it

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