PRESS RELEASE

PRO EUROPE welcomes its newest member from Israel, T.M.I.R – Manufacturers Recycling Corporation

Brussels, 16 April 2012 – PRO EUROPE, the organisation representing the systems for the collection, recycling and recovery of packaging waste in Europe and Canada, has welcomed T.M.I.R – Manufacturers Recycling Corporation, extending PRO EUROPE’s presence to Israel.

T.M.I.R. – also known as “TAMIR”, has been founded by the Manufacturer’s Association of Israel to organise and finance the system for separate collection, recycling and recovery of packaging waste, allowing manufacturers and importers of packed consumed products to fulfill their obligations under the new Israeli Packaging Waste Law.

T.M.I.R’s business concept takes into account the Extended Producer Responsibility principles and they aim to sign contracts with nearly 30 different municipalities by the end of 2012 while having contracts with obliged industry for at least 60% of the total packaging waste. Its members include, inter alia, The Central Bottling Company Group Ltd. Coca-Cola franchise for Israel, which is the nation’s leading manufacturer and distributor of beverages, Strauss group Ltd., an Israel-based food and beverage company and Unilever Israel Group Ltd. One of Israel’s leading and largest consumer products companies

“We look forward to working with PRO EUROPE and its members” said Kobi Dar, Chief Executive Officer T.M.I.R. “The cooperation with colleagues from across the world and exchanging best practices, and being able to offer the Green Dot will allow us to fulfill the Packaging Ordinance with greatest possible ecological benefit and minimum economic efforts”.

Joachim Quoden, Managing Director of PRO EUROPE has welcomed the organisation to the producer responsibility network and said “we are delighted to welcome TAMIR as our 35th Member of PRO EUROPE and are proud to be working with an organisation that will become a critical contributor to the implementation of the producer responsibility principle in Israel.”

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For further information, please contact:

Joachim Quoden  
Managing Director  
PRO EUROPE S.p.r.l.  
T: +49 171 201 70 55  
E: info@pro-europe.info  
W: www.pro-europe.info

About PRO EUROPE

PRO EUROPE (PACKAGING RECOVERY ORGANISATION EUROPE), founded in 1995, is the umbrella organization for packaging and packaging waste recovery and recycling schemes which mainly use the "Green Dot" trademark as an identification symbol. In its primary role, PRO EUROPE is the general licensor of the "Green Dot" trademark. It also acts as the authoritative voice and common policy platform representing the interests of all packaging recovery and recycling organizations founded and run by or on behalf of obliged industry.

- PRO EUROPE has 34 member organizations active in 34 countries in 2012 of which 27 use the Green Dot, financing and / or running the infrastructure for the collection, sorting and recycling of (mainly household) packaging waste
- PRO EUROPE member organizations ensure access for over 400 million inhabitants to separate collection of used packaging
- PRO EUROPE member organizations recover yearly about 33,300,000 tons of packaging
- PRO EUROPE member organizations recycle yearly more than 3,300,000 tons of plastic packaging
- PRO EUROPE member organizations run communication and education campaigns, support anti-litter campaigns and cleaning projects