

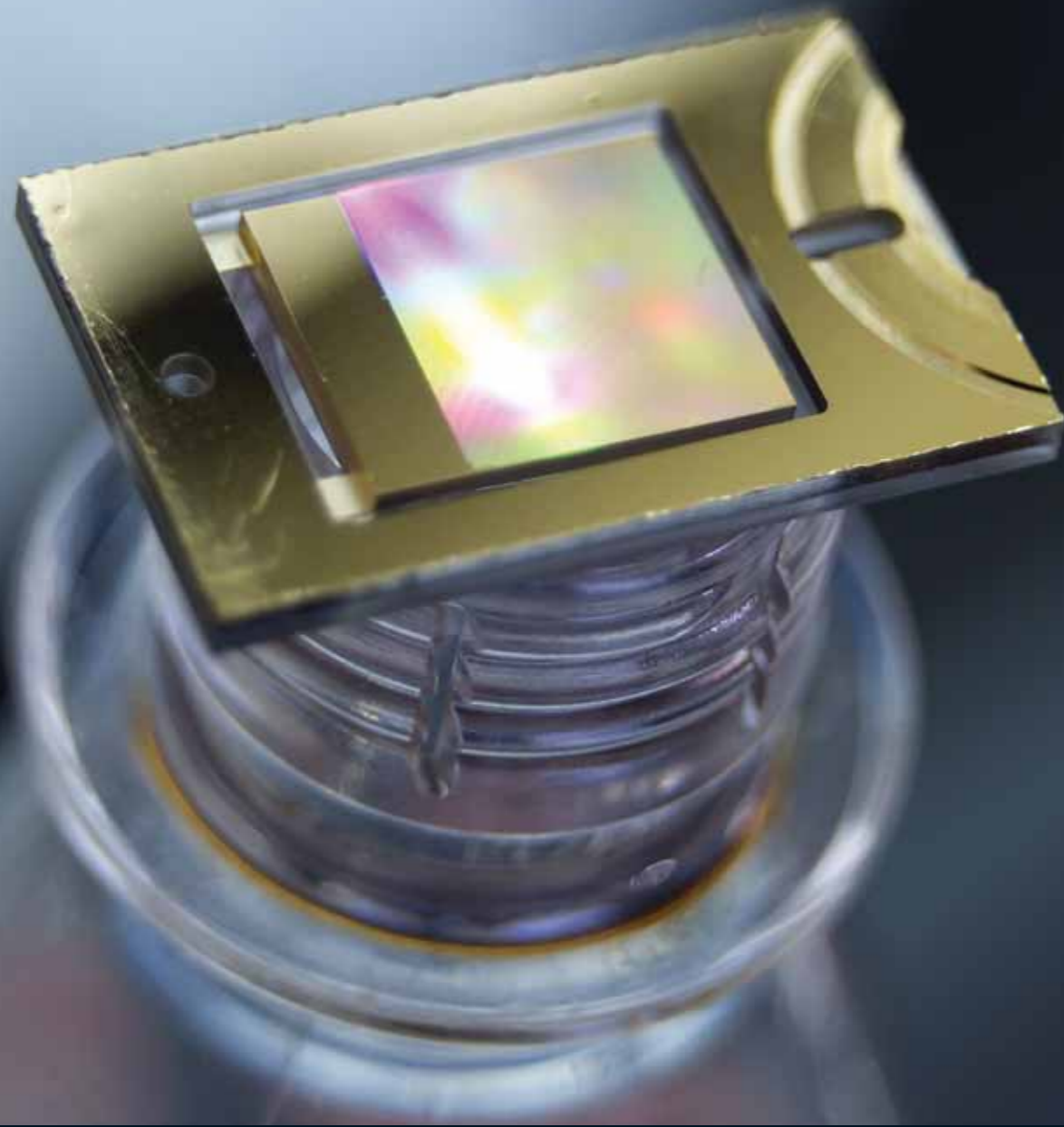
# RETURN

SUMMER 2005

RECYCLING NEWS FROM TOMRA



**THE HOLOCHIP** New TOMRA material sensor technology sees the light



THE TOMRA 820  
Raising the standard

THREE, TWO, ONE....UNO!  
New small store RVM set to launch

HIGH VOLUME COMPACTION  
The Orwak Group

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Raising the standard
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Regardless of what industry you are in, success and profitable growth come from your ability to satisfy your customers' needs. Needs that are satisfied by solutions with good functionality, quality and, last but not least, an affordable price.

My first priority after starting with TOMRA in April has been to analyze with a fresh perspective how well the company is doing in bringing these elements together for our customers. I believe we have an excellent platform to build on as a company, but that there are a number of areas where we need to work harder. There is only one judge of TOMRA's success and that is the customer. He or she is always right!

It is TOMRA's role, and duty I feel as a market leader, to develop and implement cost-effective solutions within the recycling value chain. To find the right solutions, it is essential that we work very closely with our customers and completely understand their imperatives within the context of the individual recycling and revenue streams.

Based on input from the market and our customers, several new product lines have been or are in the process of being launched on the market. Within the RVM segment the T-820 and the UNO are the two most notable innovations. The T-820 is our new flagship and represents real innovation both from a technology and functionality point of view. The UNO is an RVM specially designed for the smaller retailers, convenience stores and gas stations. Within Orwak, the new Little Elephant product line is a breakthrough in cost-effective compaction solutions for customers within the same target segment as the UNO. Moreover, TiTech has recently launched a new high resolution scanner that further improves the quality of our solutions for high volume/high speed sorting tasks.

TOMRA is now positioned to provide products and services that are applicable in deposit as well as non-deposit markets. Stakeholders participating in the recycling stream, such as municipalities, bottlers, green dot companies and waste management companies are all possible users of our technology and services. It is our ability to build solutions based on technology platforms from TOMRA, TiTech and Orwak combined, with related value added services, that will define our success in these markets.

I am excited about working for TOMRA and building upon the success the company has achieved thus far. With proper hindsight and vision, we can create a better future. It is the dreams and visions of our employees and customers, tempered by experience, that will bring us forward and help secure profitable growth for the company. And all TOMRA employees, regardless of level or function, are an important part of our shared agenda: to satisfy the needs of our customers and contribute to the positive development of the markets in which we operate. Or to put this agenda in another way: Helping the world recycle!

*I would like to wish all customers and employees a nice summer!*

Amund Skarholt, *President & CEO*

RETURN | SUMMER 2005

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*“It is our ability to build solutions based on technology platforms from TOMRA, TiTech and Orwak combined, with related value added services, that will define our success...”*”



# Introducing the **TOMRA 820** —for those who want it all

A new superior machine class is emerging: the TOMRA 820. Featuring a completely new user guidance system and advanced crate recognition technology, the T-820 offers a first-class ticket to a smooth reverse vending experience.

#### IN TOUCH WITH MARKET NEEDS

Ingrid Tronstad, VP Marketing explains the commercial background for the machine in the following way: "Research\* among consumers and our customers showed us that there were two things that really came high on their wish list—a better user interface and better crate recognition for complex crate markets. The T-820 fulfills both, with the groundbreaking technology features of InTouch™ and TrueVision™."

#### EASIER USER INTERFACE

The T-820's InTouch intuitive user guidance system provides an easy, icon-based interface that is controlled through a large, color touch-screen display. Besides offering a more informative and attractive machine interface for consumers, the benefits of InTouch really come into play when it comes to the maintenance aspects of the machine. A printed user manual is no longer really needed, as instructions for all maintenance and problem solving are made very clear on the screen in easy-to-follow steps.

Moreover, the store manager has a range of new choices: To offer better service to the consumer, the screen for example can offer information in several

languages by the push of a button. Further, InTouch can send reminders to store personnel when the machine needs to be cleaned or emptied. Such timely information can make a big impact on improving machine uptime and reducing the need for external service. Besides being an important planning tool, InTouch can also offer a convenient way to compile machine performance data.

#### ACCURATE CRATE RECOGNITION

The other new feature, TrueVision, provides a completely new technology platform for recognizing crates and bottles in crates.

In recent years, there has been an increased differentiation of crates and bottle shapes and colors. In Germany alone, there are about 2000 various crate groups registered. TrueVision delivers the precision needed to handle the complexity of crate returns in these markets.

For the store owner, this technology delivers the greatest security available toward preventing inaccurate refunds, fraud attempts and the handling and storage of non-acceptable crates.



\* Consumer and customer studies in Denmark, Finland, Germany, Netherlands, Norway and Sweden, 2003-2005.

**THE DEVELOPMENT PROCESS**

The T-820 is one of the most complex undertakings TOMRA has endeavored, and has involved virtually the whole central organization. Says Anders Joergensen, Project Manager for the technical development of the machine: "With this machine, we have reengineered both the bottle part and the crate part simultaneously, something that is very unusual in RVM develop-

ment. This has resulted in a highly layered project, where the teamwork between different disciplines like software, electronics and mechanics has been crucial to its success."

Jacob Rognhaug, the Product Manager from the commercial aspect adds: "From earlier projects we have learned the importance of involving a cross-reference group from all our markets,

and we also included marketing and production people from the start. In this way we have secured a good mix between the technical and market-oriented views. Another thing we have put emphasis on is substantial testing in the different markets. We now have a thoroughly tested machine that is based on the real needs of the increasingly complex marketplace that we now see in Europe."



Product Manager Jacob Rognhaug and VP Marketing Ingrid Tronstad showing the T-820 for the first time at EuroShop in February 2005.

The benefits of the **InTouch™** approach:

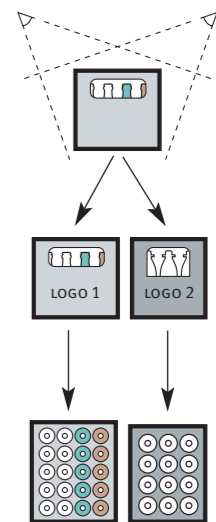
- Easy to use
- Fast returns
- No lines
- Easier to solve problems and maintain the machine
- Minimal need for printed user manual & training
- More machine uptime



InTouch allows the possibility for users to select a different language. Maintenance reminders, as indicated by the envelope symbol in upper left part of the display, also help to improve service for users.

The **wonders of TrueVision™** Here is how the TrueVision technology works wonders on recognition of bottles returned in crates:

- **STEREO IMAGING:**
  - Similar concept as the human eyes' creation of visual depth
  - Two cameras capture the crate from different angles, recognizing the physical measurements of the crate and the bottles in it
  - Patented positioning of camera and use of a special lens gives perspective-free crate images providing more precise and faster internal processing
- **LOGO AND CRATE COLOR DETECTION:**
  - A dedicated camera captures the complete crate end wall, recognizing unique crate features like logo and color
- **BOTTLE COLOR DETECTOR:**
  - Unique feature detecting clear, brown and green bottles in the crate
  - Important in order to distinguish refundable bottles from the many without refund



# UNO

## Big news for small premises

With its compact efficiency and trailblazing price, TOMRA's new reverse vending machine UNO is great news for small stores with low return volumes.



*TOMRA's Knut Bjorvatn presented the UNO for the first time in February at EuroShop, the world's largest exhibition for the retail trade. Out of the products presented by the more than 1600 exhibitors from around the world at EuroShop, the UNO was selected as "best of show" by the Swedish grocer magazine ICA News.*

### PRIORITY NUMBER ONE: LOW COST

Says Knut Bjorvatn, VP Commercial Business Development and manager of the commercial end of the UNO project, "the development of this product really has been framed around the economic priorities which face small stores when it comes to considering a reverse vending solution. Achieving a low price has been the basis for the whole project and something we never compromised on in the process of making this machine. This seems to have paid off. The response has been overwhelming so far, proving that this is truly a product that the market has been waiting for."

Geir Sæther, the technical manager of the UNO project, adds: "The UNO project was special in that we started with an end price and basically worked our way backward. It was a huge challenge to create something that costs only a quarter of the average RVM, and still meet the same TOMRA standards for quality. But in the end it actually gave us an incredible freedom to think out of the box. One of the most exhilarating things about developing this machine was that we could dare to be courageous and stretch for something that seemed out of reach. Sometimes it takes a goal that no one really believes in to achieve just that. The fact that we met our goals surprised everyone, including ourselves."

### INNOVATIVE TECHNOLOGY

The development of the UNO therefore called upon innovative rethinking of all components involved. This has resulted in seven new patent applications for various technology and design elements used for the UNO—innovations that will have a large influence on future technology development in TOMRA.

### WELCOME NEWS FOR CONSUMERS

Consumer studies\* show that 20% of consumers returning empties in grocery stores would prefer to return at convenience stores, gas stations or kiosks if they offered a reverse vending machine—and as much as 80% of the shoppers at a gas station think it is extremely or very appropriate for the station to have a reverse vending machine.

"Having a reverse vending machine will help gas stations and smaller stores meet several challenges," says Bjorvatn. "Not only will they be able to save time by avoiding the hassle of handling the empty containers over the counter, but also be able to eliminate

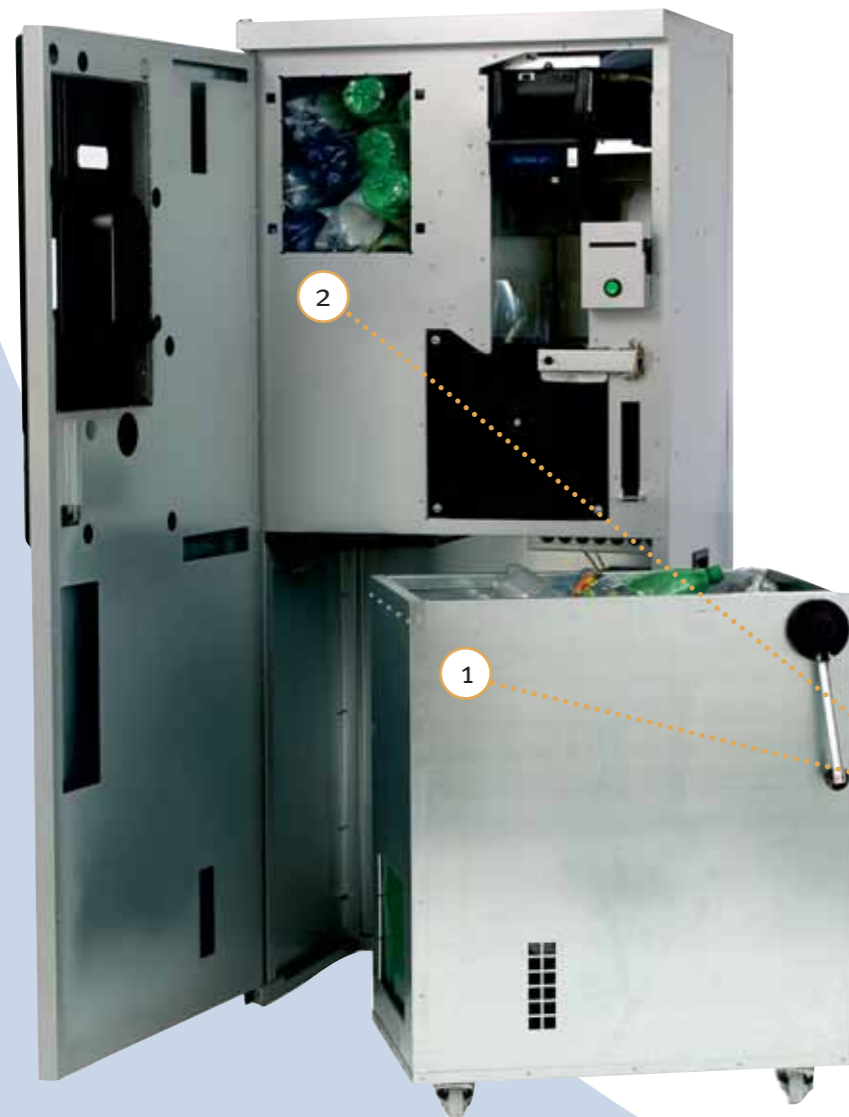
the hygienic issues of doing this in an area where fresh food is often presented. Providing the customer with a place to get rid of their empties automatically therefore reduces counter congestion and increases the overall service experience for consumers."

And this should be welcome news to any small store owner: at the stores where the initial UNO test installations have been located, one can actually see a one to five percent increase in turnover due to more customer visits!

\* Consumer studies Denmark, Finland, Germany, Netherlands, Norway and Sweden, 2003-2005.



- *Fast and easy to use for the customer*
- *Easy to maintain for store personnel*



**UNO**  
- Smart technology

- Patent-applied revolutionary storage system enabling high storage to footprint ratio
- Simplistic design: Each part has several functions, enabling a low number of parts
- "Dirt-prone" components can be removed from the machine for easy cleaning
- Simplified user interface
- Easily installed

UNO's unique design features storage compartments both below and above the infeed area

The TOMRA reverse vending machine portfolio

The best reverse vending machine to invest in depends on the specific market requirements and amount of containers received. TOMRA offers machines to fit each need.

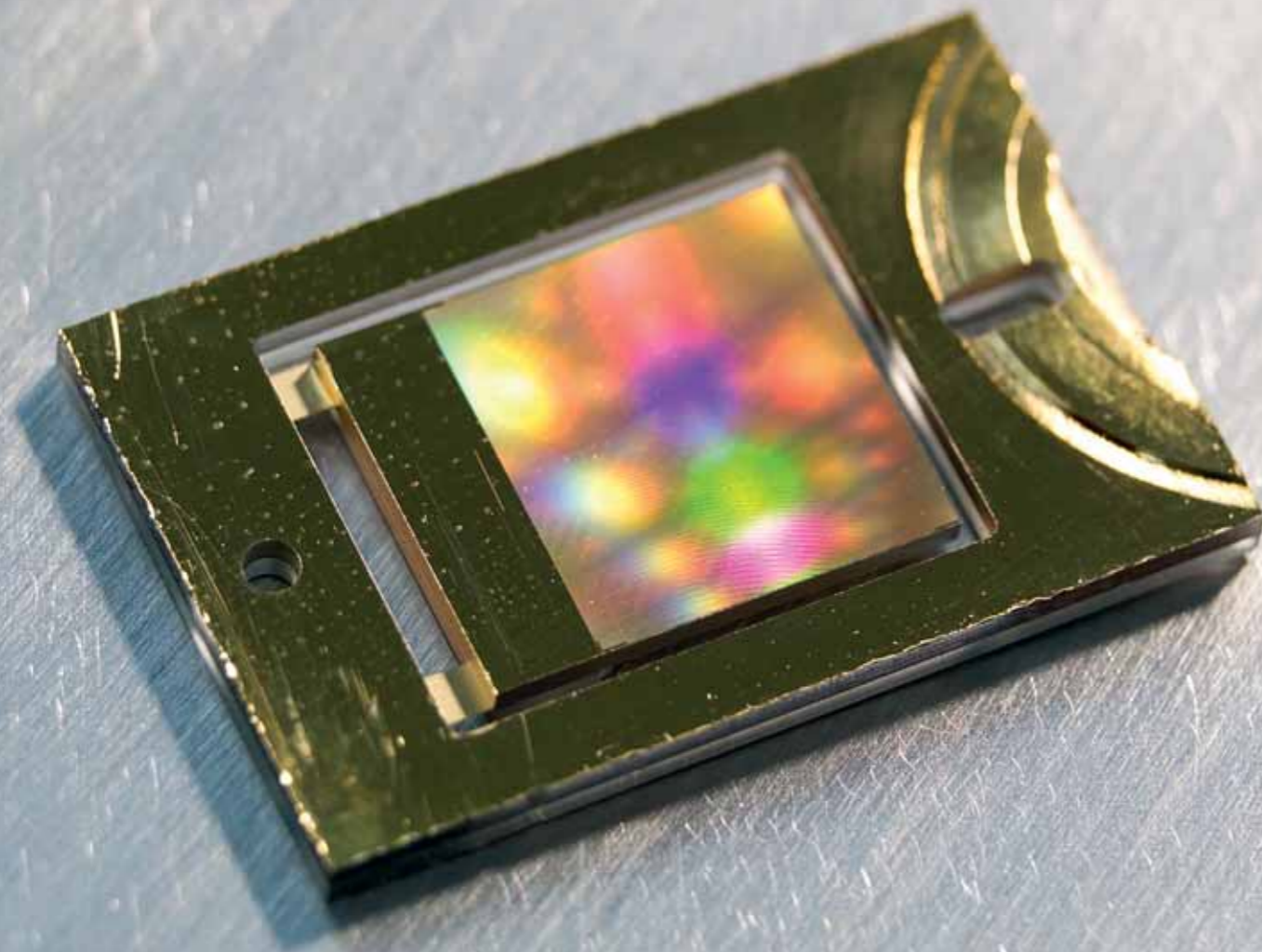


**TOMRA SOLUTIONS**  
To have an efficient reverse vending system, it is often not enough to consider the machine alone. TOMRA offers many flexible backroom systems that will help to optimize storage and compaction of the empty containers.

*Win an UNO machine!*  
See details at website:  
[www.uno.tomra.com](http://www.uno.tomra.com)

# MAKING WAVES

in the field of spectroscopy



**"The rainbow mirrors human aims and action.  
Think, and more clearly wilt thou grasp it, seeing  
Life is but light in many-hued reflection."**

Johann Wolfgang von Goethe (1749-1832)

We call it the HoloChip, a 14 by 15 millimeter piece of holographically programmed plastic that provides a highly reliable and inexpensive way to identify materials using light spectrum analysis.

The HoloChip is the key component in what is known as a diffractive optical element (DOE) spectrometer, an instrument that will be used to identify different plastics in the new Tomra Recycling Center (TRC) concept now being piloted in the UK.

"This technology solves one of the critical factors we needed to address in developing the TRC concept," explains Andreas Nordbryhn, TOMRA's Chief Scientist. "For the TRC, our new outdoor recycling station where you can return a wide range of recyclable packaging into one hole and have it sorted by material type automatically, it was essential to have a highly versatile, accurate and robust method for identifying different materials. Existing technologies could have done the job, but at a high cost. It took approximately five years to come up with a better alternative for identifying plastics, but now, thanks to the HoloChip, we've done it."



## SPECTROSCOPY:

### REVEALING THE FINGERPRINTS OF THE ELEMENTS

Spectroscopy can be defined as the production, measurement, and analysis of electromagnetic spectra produced as a result of the emission or absorption of energy by various substances. A device used to identify a spectrum is called a spectrometer.

The development of spectroscopy has a long history, beginning in ancient times with man's early attempts to understand the nature of light. But it was not until 1666 when Isaac Newton showed that the light from the sun could be dispersed into its constituent colors that the science of spectroscopy really began to take shape. Newton did this by creating what can be called the world's first spectroscope: an instrument that employed a small aperture to define a beam of light, a lens to collimate it, a prism to disperse it, and a screen to display the resulting spectrum.

In 1814, the German scientist Joseph Fraunhofer extended Newton's discovery by observing that the sun's spectrum, when sufficiently dispersed, was crossed by a large number of fine dark lines (which are now referred to as Fraunhofer lines). Fraunhofer thus set the first standards for comparing spectral lines obtained using prisms of different glasses.

In 1859, when it was recognized by Gustav Kirchhoff and Robert Bunsen that each atom and molecule has its own characteristic spectrum, spectroscopy became firmly established as a way to analyze the composition of substances.

TOMRA Chief Scientist Andreas Nordbryhn (left) and TRC Engineer Anders Eikenes pose in front of the TRC infeed unit that will utilize the new HoloChip technology. The disc Anders is holding is a prototype of how the HoloChip will be produced—using standard CD manufacturing equipment.

■ RECOGNITION TECHNOLOGY

As opposed to traditional spectrometers which utilize various expensive lenses and other components, the HoloChip carries out all the same functions of the traditional components at a fraction of the cost—with greater accuracy and reliability.

Being able to accurately distinguish different plastic material types is essential to an effective recycling process. For example, it only takes a 0.002% level of contamination of PVC flakes in a PET flake fraction to cause black spots and even holes in the recycled PET bottles. Using the

HoloChip technology, the Tomra Recycling Center can ensure that these incompatible plastic types are separated from each other and that pure material fractions are delivered to recyclers.

The HoloChip is manufactured using the same production technique used to make CDs. The main cost lies in designing and creating the master for the chip, but once this is done, the chip itself can be produced very cheaply. Besides being inexpensive to produce, the functions of grating, collimating lenses and wavelength references are

integrated together in the chip, further increasing its cost-effectiveness compared to a traditional spectrometer.

The development of the HoloChip is a result of a research project initiated a little over two years ago by TOMRA in collaboration with The Foundation for Scientific and Industrial Research at the Norwegian Institute of Technology (SINTEF). TOMRA holds the patent on the technology, but SINTEF maintains the right to use the technology within the specified areas of gas detection, food control, and biological and medical applications.

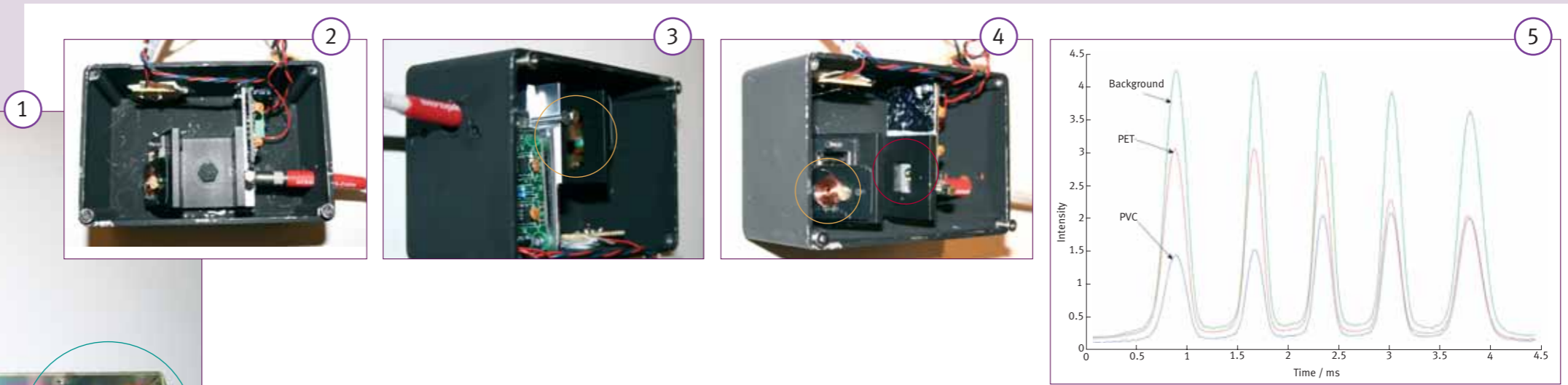
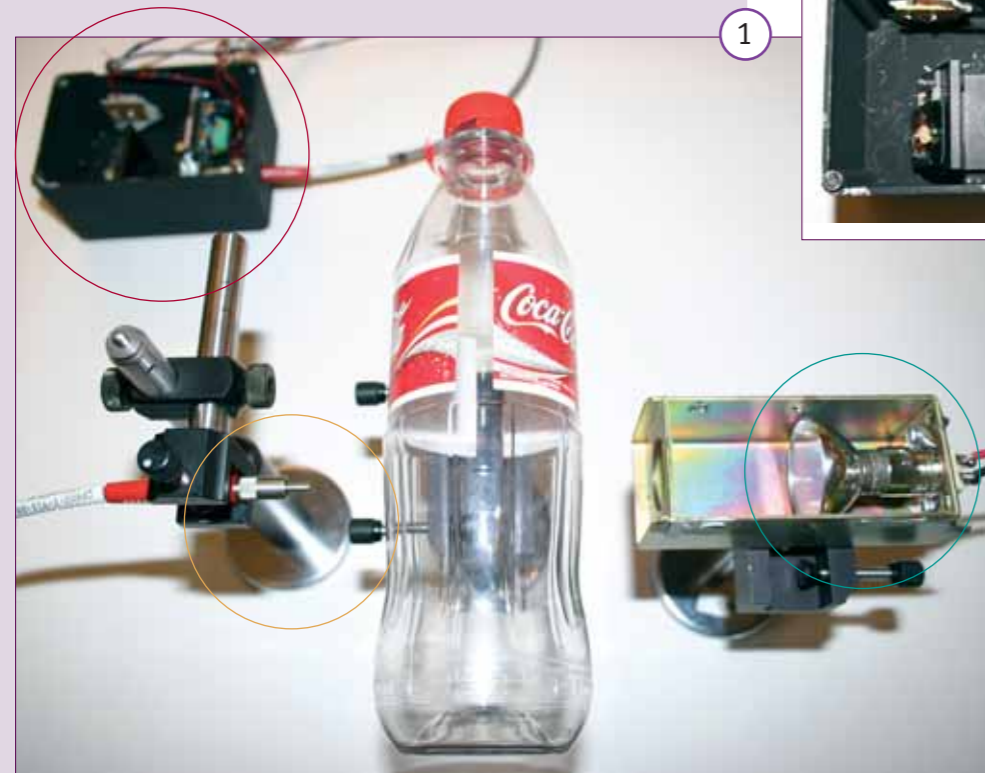
The principal architects of the HoloChip design, SINTEF researchers Odd Løvhaugen and Ib-Rune Johansen (who is also a former TOMRA employee), were awarded SINTEF's highest prize this year for their role in developing this innovation. According to Løvhaugen and Johansen, "there is great potential for using this technology in a wide variety of applications. From measuring the fat and sugar content of various foods, the level of carbon dioxide in a room or alcohol in the blood, or the quality of grains and grain products—the list goes on and on. With its low price, we believe this technology has a very bright future and will be utilized in countless new ways."



SINTEF researchers Ib-Rune Johansen (left) and Odd Løvhaugen on the occasion of receiving the SINTEF "Nobel Prize" earlier this spring.

HOW TOMRA'S SPECTROMETER WORKS

These photos, taken in the TRC research laboratory using prototype components of the DOE spectrometer, illustrate in principle how the system works:



**1** When an object is inserted into the machine infeed chamber, light from a regular halogen lamp (inside green circle) passes through the object and is received by an optical fiber on the opposite side (yellow circle). The light signal then passes through the fiber and into the DOE spectrometer (red circle).

**2** Inside the spectrometer (shown here with the top casing removed), the light from the optical fiber is directed toward the HoloChip.

**3** The HoloChip surface (yellow circle) diffracts and reflects the light waves back toward the sensor (red circle, photo 4).

**4** The copper coil behind the HoloChip (yellow circle) directs an electric current to a magnet which induces the HoloChip to tilt back and forth. This produces a scanning effect to allow the sensor to register the wavelengths at five predetermined positions. These five positions provide sufficient data to accurately distinguish between the various plastics that are accepted at the Tomra Recycling Center.

**5** The figure shows a scan through the five selected wavelengths. By comparing the scans for PET and PVC we see that they can easily be distinguished from each other. All scans are also compared with the background spectrum to allow for correction of changes in light intensity.

Dateline: January 1, 2005 - TOMRA ACQUIRES THE ORWAK GROUP

# PUTTING PRESSURE ON WASTE

What do car bumpers, cardboard boxes, and steel drums have in common? They are all just a few of the many waste items feeling the squeeze from compactors manufactured by the Orwak Group.

Everyday in industrialized nations all around the world, waste materials by the hundreds of thousands of tons are being compacted so that they can be handled and disposed of in an efficient and environmentally sound way. Leading the way in this work are the companies within the Orwak Group: Orwak, Presona and Morinders. From small units that compact materials into regular-sized garbage bins all the way up to large-scale industrial balers that compact up to 50 tons per hour, the Orwak Group provides systems that cover the full range of handling requirements with regard to capacity and material types.

#### THE IMPORTANCE TO RECYCLING EFFICIENCY

Separating and compacting waste materials are key components of any effective recycling process. Before items can be recycled, they need to be separated according to their material type. And to ensure that this material can be obtained at a cost that is recoverable in the marketplace, it needs to be collected and transported to the recycling mill in an efficient way. Without the utilization of compaction equipment, the cost of recycling would be too high to be sustained on a large scale.



*“TOMRA and Orwak have very similar backgrounds, having both started out in the beginning of the 1970's as pioneers in the recycling industry”*

#### The Orwak Group At a Glance

- Consists of 3 primary companies (Orwak, Presona, & Morinders), each of which are headquartered in Sweden
- Has approximately 35,000 machines in operation in about 70 countries worldwide
- Sales/service offices in 4 countries, distributors in approximately 40 countries
- Average annual Group revenues (2000-2004): 290 MSEK
- Customer segmentation: 35% waste management organizations; 30% retail; 25% manufacturing; and, 10% within the service industry and other segments
- Number of employees: app. 180

**JOINING FORCES**

TOMRA, which for many years has also provided compaction technology in connection with its reverse vending systems, last year approached Orwak with the idea of incorporating its business into the Tomra Group. By February 2005, the acquisition process was complete.

"The acquisition of the Orwak Group offered precisely the type of strategic and operational fit we were looking for to complement our existing recycling technology portfolio," says Trond Johannessen, Senior Vice President in charge of TOMRA's business development unit. "The combination of TOMRA's collection systems, TiTech Visionsort's waste recognition and sorting technology, and Orwak's compaction technology, has positioned the Tomra Group as a leading global

provider of advanced recycling solutions. Our desire to integrate Orwak into the Tomra Group was also supported

by the fact that our companies have very similar backgrounds, having both started out in the beginning of the 1970's as pioneers in the recycling industry. We now share many of the same customers and markets around the world, and by working together we can create a great deal of synergy and a stronger platform for expanding the Tomra Group's growth opportunities going forward."

**LOOKING AHEAD**

Orwak Group president Mats Sterling agrees: "The combination of ORWAK and TOMRA will give both companies an opportunity to reduce costs and be more effective in serving our respective

customers. A good example of this is our recent opening of the TOMRA ORWAK office in Poland, where the implementation of a common administrative structure will provide a better support platform for our sales and service activities in this market."

*"The combination of ORWAK and TOMRA will give both companies an opportunity to reduce costs and be more effective in serving our respective customers"*















The product lines of Orwak and Morinders are directed primarily toward retailers and industry. The Orwak line provides material separation and compaction, while the Morinders line utilizes a unique process that compacts materials into small briquettes.

A sampling of **ORWAK FACTS** and **IMPACTS**

- Orwak Group equipment compacts approximately 77,000 metric tons of waste material daily worldwide
- The Orwak Group's most powerful compactor exerts 500 kilograms of pressure per square centimeter
- The number of material transports saved each day by using Orwak Group equipment: > 260,000
- The amount of waste volume reduction achieved through Orwak Group equipment each day equals approximately 1.8 million cubic meters—more than 20m<sup>3</sup> per second
- The amount of fuel saved per day by using Orwak Group equipment: > 7.7 million liters











The Presona product line consists principally of large baling machines geared toward high volume waste handling and recycling facilities.

## A new DEPOSIT SYSTEM gets UNDERWAY in ESTONIA

A new system for recovering beverage packaging is now up and running in Estonia after officially getting started on 1 May 2005. The system, organized by EPP (a non-profit organization owned by the national associations of beverage producers, importers, and retailers in Estonia), is being implemented as a key component toward reaching the recycling targets required by the EU Packaging Directive.

The EU Packaging Directive, which was established in 1994 and amended in 2004, requires that all member states by the end of 2008 recycle at least 55% of their packaging waste. Estonia how-

ever, as one of the ten states which just joined the EU last year, was granted an extension until 2012 to meet the recycling target mandated by the Directive. With its current recycling rate of 25 percent, Estonia needs to increase its level of recycling by approximately five percent each year in order to reach 55 percent by 2012.

### Tomra Baltic

TOMRA earlier this year established a new sales and service office in Estonia, Tomra Baltic OÜ. Located in the Estonian capital of Tallin, this office will also be responsible for handling TOMRA's activities in the neighboring

Baltic countries of Latvia and Lithuania. According to Tomra Baltic Managing Director Eero Nõgene, "based on the experience of other countries, Estonia's new deposit system for recovering beverage packaging should significantly contribute to increasing the rate of recycling in the country. Starting a new system of course presents many challenges, but so far I think the start-up phase is going very well, and we're very pleased to be working with a number of retailers in providing a convenient way for their customers to return containers at their stores."

### 28 April 2005:

Tomra Baltic Managing Director Eero Nõgene (left) and Ülle Kämre, Project Manager of Prisma Peremarket AS, shake hands on an agreement to deliver a total of 10 TOMRA reverse vending machines at five Prisma hypermarkets.



**PROVIDING SOLUTIONS:** Tomra Baltic signed an agreement to provide the Selver supermarket chain with 20 RVMs this year in Estonia. Three of the locations where these machines were to be installed however had difficulties finding the right spot to place the machines. Tomra Baltic then developed a special kiosk solution to house the machine, which is shown here being delivered and installed near the entrance to one of the Selver stores.

### The Estonian CONTAINER DEPOSIT SYSTEM

- Includes all refillable and non-refillable containers for the following beverage types: beer and other low alcoholic beverages (up to 6% alcohol by volume), soft drinks, mineral and natural water, energy and other functional drinks, and all juice and juice-based drinks.
- Applies two different deposit levels according to the following classification: glass: 1.00 EEK; metal: 0.50 EEK; plastic: 0.50 EEK (up to 0.5 liters) and 1.00 EEK (over 0.5 liters).



Photo courtesy of EPP

- Packages included in the EPP system can be returned at any location where such drinks are sold. Alternatively a retailer may choose to outsource its return responsibility to a redemption center, as long as this center is located nearby to the store.

More information about the EPP system can be found at [www.eestipandipakend.ee/eng/epp](http://www.eestipandipakend.ee/eng/epp).



# Introducing TOMRA's new CEO



## Amund Skarholt President and CEO Tomra Systems ASA

Amund took over as TOMRA's CEO on 11 April 2005. Prior to joining TOMRA Amund served as the CEO of Bravida, a company of about 9,000 employees providing services related to the installation of electrical, ventilation, piping and telecommunications systems within the Nordic region.

Amund began his career in 1971 with a shipping company based in the northern Norwegian city of

Trondheim, the city where he was born and raised. Six years later he moved to Paris and IBM, taking on the responsibility of managing the company's AS 400 product line in Europe. During his 14-year career with IBM he held a number of management positions, ending as the Deputy CEO of IBM Norway in 1991.

He then shifted industries, becoming the CEO of the security services company, Securitas, in Norway.

After serving three years in this position he moved to the Securitas Group headquarters in Stockholm where he began as Deputy CEO for the Group. He later transferred to Chicago to head up Securitas' US operation, which with its 120,000 employees accounted for over half the corporation's revenues. In the summer of 2003 he moved back to Norway and the CEO position at Bravida. In the year and a half that Amund led Bravida, he initiated a

restructuring effort that brought the financially troubled company back to a positive position.

Amund (57) is also known to be quite the chef and wine connoisseur, so finding the right combination of good food, wine and music rank among his top personal interests. Besides of course his new-found passion, TOMRA...



Mats Steerling  
President  
Orwak Group

The Orwak Group joined TOMRA in January of this year (see related article on page 16). Mats, who in addition to leading the Orwak Group for the past four years, has also served as Managing Director of AB Orwak since 1999.

After gaining a degree in Business Administration from the University of Lund in Sweden, Mats began his career in 1981 and worked within sales and marketing for eight years with Burroughs AB and Husqvarna AB. From 1989 to 1996 he served as managing director of two bathroom furnishing companies, Svenska Badrum AB and Ido AB. Following this he led two building supply companies in Sweden (Stora Byggprodukter Sverige AB, and Swedoor/Nobia), before taking over the leadership of AB Orwak in 1999.

Mats lives in the south of Sweden in the city of Jönköping. He is interested in many kinds of activities, such as golf, alpine skiing, motorcycling, and jogging. He also includes among his special interests good food and wine, traveling, films and music. Mats is 48 years old and has two children, Jacob (13) and Sofia (9).

# A **WILDE** START

## for TRC #2

On 29 April, 80s chart-topper Kim Wilde officially launched what promises to be a real hit for the environment: the Tomra Recycling Center (TRC). The TRC represents TOMRA's all-new outdoor recycling center concept, and the recent launch in Portsmouth, England was the second of six centers which will be launched as part of a pilot project with UK retailer Tesco.

Wilde, who in addition to being well-known for her music career, is now recognized as a leading gardening expert and recycling enthusiast. Commenting on the TRC concept, said Wilde: "I welcome anything that helps the housewife or husband to recycle, and it makes perfect sense to have centers like this at places where people shop. I wish we had one where I live in Hatfield."

The remaining TRCs in the Tesco pilot program will be installed by early September 2005, after which the six pilot centers will be in full operation until March 2006.



Above: Kim Wilde and one of the children from the local Paulsgrove Primary School help usher in a new way of recycling in the UK.

Left: The first TRC which opened on 6 December 2004 in Winchester.