

ITALIAN PLASTICS & RUBBER PROCESSING MACHINERY INDUSTRY ~ NEWS

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PIATTAFORMA INDIA PROJECT

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ITALIAN-INDIAN COLLABORATION FOR THE RECYCLING OF PET BOTTLES

Ganesha Ecopet, a division of the largest Indian PET recycler, Ganesha Group, entrusted SOREMA, the division of PREVIERO specialized in the construction of plastic recycling plants, with the realization of a PET bottle-to-bottle recycling plant in India.

It is a pioneering project, the first of its kind in the country, with a production capacity of 5,000 kg/hour of food-grade recycled PET material.

This process involves the 100% use of locally collected PET plastic post-consumer bottles, a SOREMA washing system, followed by an extrusion and solid stating Starlinger section.



The quality of the finished product gained approval from industry giants like Coke & PepsiCo, and others utilizing the produced rPET pellets for 100% rPET bottle manufacturing.

"Our goal is not just to recycle plastic but create viable options for green supply chain and circular economy solutions in India. We are on a mission to be a brand that truly accounts the interest of people and planet. Recycling is not just an environmentally responsible choice; it is a powerful tool to mitigate the effects of climate change. The recycling expertise we have harnessed from three decades in the industry enabled us to push the boundaries of what is possible in PET recycling in India. We are grateful for the partnership with SOREMA for washing and decontamination that has helped us launch new sustainable food grade packaging solutions at scale", said Prashant Khandelwal, vice president at Ganesha Ecosphere.

"SOREMA is pleased to have Ganesha as a valued customer and appreciates the significant contribution of the Ganesha team in operating our recycling systems and their commitment to sustainability in India. We acknowledge the progress and goals that Ganesha aims to achieve in the coming years in India. Among SOREMA's operational objectives in India is the strengthening of our presence in this market through local production of some components of our manufacturing process", commented Flavio Previero, president at PREVIERO-SOREMA.

www.previero.it

<https://ganeshaecopet.in>

The project Piattaforma India has been promoted by UCIMU – Association of Italian Machine Tools Manufacturers and AMAPLAST – Italian Plastics and Rubber Processing Machinery and Moulds Manufacturers Association. The two associations agreed on the idea that promoting a network of associations and entrepreneurs who have developed knowledge and experience on the Indian market, can be useful in favoring of new paths of development for business. The Indian companies who are interested to form JV, cooperation, technical tie up, purchase machinery etc from/with Italian companies can contact below mentioned address for any assistance:

Contact information of Piattaforma India desk:

Mr. Nilesh Joshi
Business Manager - Italian Machinery in India



C/o The Indo Italian Chamber of Commerce and Industry
11th Floor, Tower – A, Urmi Estate, 95, Ganpatrao Kadam Marg,
Lower Parel (W), Mumbai 400013, Maharashtra
Tel: +91 22 67728186
Mob : +91 7666795385
Fax. : +91 22 67728191
Email : italianmachinery@indiaitaly.com