

**THANKS TO FATERSMART, WASTE COLLECTION OF DISPOSABLE BABY DIAPERS
AND SANITARY NAPKINS
HAS NEVER BEEN SO EASY AND “SMART”**

***LAUNCHED AT “ECOMONDO” TRADE FAIR, THE SMART BIN DEVELOPED BY FATERSMART AIMS
AT PROMOTING THE COLLECTION OF DISPOSABLE DIAPERS
IN ITALIAN MUNICIPALITIES***

Ecomondo – Rimini, 6 November 2019: The innovative SMART BIN for the separate collection of disposable baby diapers and sanitary napkins was presented at Ecomondo (Area D3 – Stand 032). The smart device was developed by FaterSMART, the business unit of Fater SPA – the equally-shared Joint Venture between Procter & Gamble and Angelini Group – focussed on the development and marketing of the unique technology for recycling used Absorbent Hygiene Products.

The SMART BIN is an innovative automated device for the collection of disposable Absorbent Hygiene Products, intended for use in public spaces. It helps municipalities promote the separate collection of such kind of waste, a fundamental prerequisite to start recycling.

A one-of-a-kind device in Italy, designed to integrate into urban areas and made in full compliance with environmental sustainability. Easy to set up, the SMART BIN is shipped disassembled and “laid flat” to reduce transport and maintenance costs.

Equipped with photovoltaic panel power supply with accumulators, optical fill-level sensors, a waste weighing system, an odour control system and a malfunction remote monitoring system, the SMART BIN allows operators to optimise the management of the domestic separate collection of used Absorbent Hygiene Products.

Safety, durability, weather resistance and ease of use are the key features of the SMART BIN. Thanks to the innovative Bluetooth beacon connection between the Smart Bin and a smartphone app for end-users, an automatic system electronically opens and closes the device without any physical contact with the SMART BIN. Alternatively, a barcode module, an NFC or magnetic card reader are also provided to open the Smart Bin also without a smartphone.

Among the various features, the SMART BIN has been designed to award prizes and incentives at each waste disposal to users who have registered for the service. Such rewards include information on environmental benefits in terms of CO2 emissions reduction thanks to the recycling of their diapers, discounts on waste collection fees or on the purchase of new products and services, prizes made out of materials deriving from the recycling of AHP.

“The creation of a SMART BIN which promotes the separate collection of disposable AHP among municipalities and citizens is a prerequisite to start recycling this type of waste and represents a step forward towards the full exploitation of this resource”, says Giovanni Teodorani Fabbri, FaterSMART’s General Manager. “This opportunity was made possible thanks to the development of our proprietary technology, unprecedented in the world, which can recover the 100% of the raw materials that compose AHP such as plastic, cellulose and a super absorbent polymer to be reused in new production processes in full compliance with the principles of the circular economy.

Moreover, – **adds Teodorani Fabbri** – last July’s ‘end of waste’ decree signed by the Ministry of the Environment for this type of waste was published in the Official Journal, thus making secondary raw materials obtained from the recycling process marketable in Italy. A fact of fundamental importance for the protection of the environment (today, AHP waste in Italy amount to around 900 thousand tons per year, equal to 4% of total waste, editor’s note) which must, however, be accompanied by the commitment of local authorities to create new plants for the recycling of diapers in Italy in addition to the one that FaterSMART has built in Lovadina di Spresiano (in the province of Treviso) with our partner Contarina, which can handle the needs of 1 million inhabitants. Today, – **he concludes** – in our country, the separate collection of diapers is already in operation in about 900 Italian municipalities and serves 14 million inhabitants, a figure that is expected to rise in the future thanks to our smart bin. It is a real shame that this type of waste, collected separately, continues to end up in landfills or incinerators together with all the rest despite all the available technological solutions to reuse it”.

The SMART BIN and the specific smartphone application were created by FaterSMART, in collaboration with the Italian design studio Henry&Co, the manufacturer of separate waste collection facilities EcocontrolGSM, and the digital agency Rawfish.