

## *Press Information*

May 27, 2015.

### **TOMRA SORTING RECYCLING RENAMES PRODUCT PORTFOLIO**

Global sensor-based sorting system manufacturer TOMRA Sorting Recycling is renaming its product portfolio as the business completes its rebranding process. Formerly known as TITECH, the business started to rebrand in February 2012 to align with its parent company, Norway-based TOMRA Systems ASA.



The final step in TOMRA Sorting Recycling's rebranding process is to rationalize its product portfolio by removing the word 'TITECH' from the names of its sorting systems. For example, 'TITECH autosort' becomes 'AUTOSORT'. The product family names – AUTOSORT, COMBISENSE, FINDER and X-TRACT – are being retained, and each machine will now carry a TOMRA logo. The product family name change will be effective from May on, and it is anticipated that the rebranding will be complete by the end of this year.

Commenting on the rebrand, TOMRA Sorting Recycling's Commercial Director, Jonathan Clarke, said: "By completing the rebrand within our business, we are significantly increasing the visibility of TOMRA worldwide. Synergies in technologies across business streams has greatly enhanced TOMRA Sorting's ability to bring sensor-based sorting to new segments, markets and applications. We are better positioned to respond to customer and industry challenges faster than before while offering the best value products."

More than 4,400 TOMRA Sorting Recycling systems have been installed in 40 countries worldwide. It is an operating company of TOMRA Sorting Solutions which also develops sensor-based systems for sorting, peeling and process analytics within the food, mining and other industries.

TOMRA Sorting Solutions has 15 test centers worldwide, a large research and development department and a shared service network to ensure its customers benefit from ongoing innovation and constant care.

For more information on TOMRA Sorting Recycling, visit [www.tomra.com/recycling](http://www.tomra.com/recycling)

## ***Press Information***

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**About TOMRA Sorting Recycling**

TOMRA Sorting Recycling designs and manufactures sensor-based sorting technologies for the global recycling and waste management industry. Over 4,400 systems have been installed in 40 countries worldwide.

Responsible for developing the world's first near infrared sensor for waste sorting applications, TOMRA Sorting Recycling remains an industry pioneer with a dedication to extracting high purity fractions from waste streams that maximize both yield and profits.

TOMRA Sorting Recycling is part of TOMRA Sorting Solutions which also develops sensor-based systems for sorting, peeling and process analytics for the food, mining and other industries.

TOMRA Sorting is owned by Norwegian company TOMRA Systems ASA, which is listed on the Oslo Stock Exchange. Founded in 1972, TOMRA Systems ASA has a turnover around €550m and employs over 2,400 people.

For more information on TOMRA Sorting Recycling visit [www.tomra.com/recycling](http://www.tomra.com/recycling)