

The Role of Innovation & Technology in Driving Efficiency and Effectiveness in Recycling

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- *Matanya Horowitz*, Founder and CEO, AMP Robotics

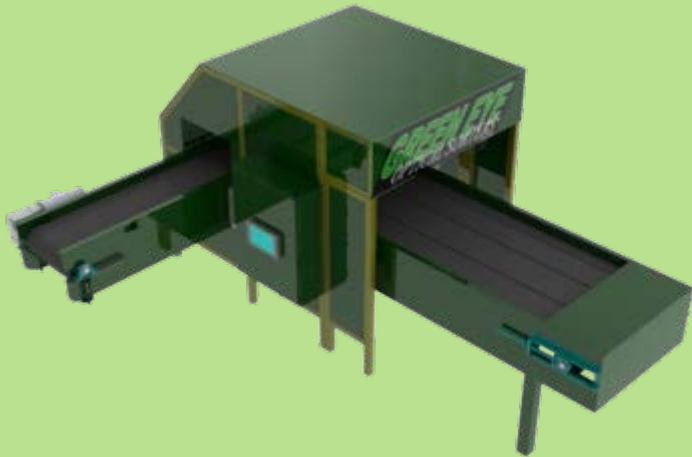


The Carton Council Story

- Formed in 2009 to increase food and beverage carton recycling across the U.S.
- Cartons contain some of the most valuable fiber in the recycling stream and are recycled into paper products and green building materials
- Needed to build a sustainable infrastructure for carton recycling



Traditional Methods for Sorting Cartons



Optical Sorter



Manual Sorting

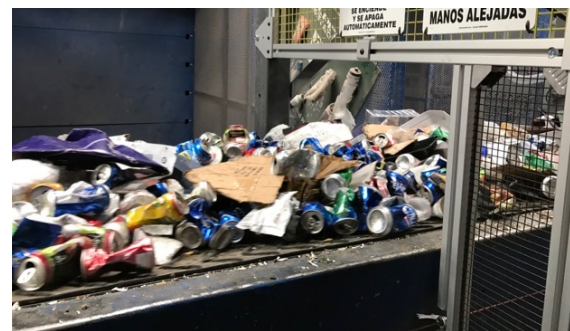
We Needed An Outside of the Box Idea for Efficiently Sorting Cartons...



AMP's Early Days Prototyping a Solution



THE SORTING PROBLEM

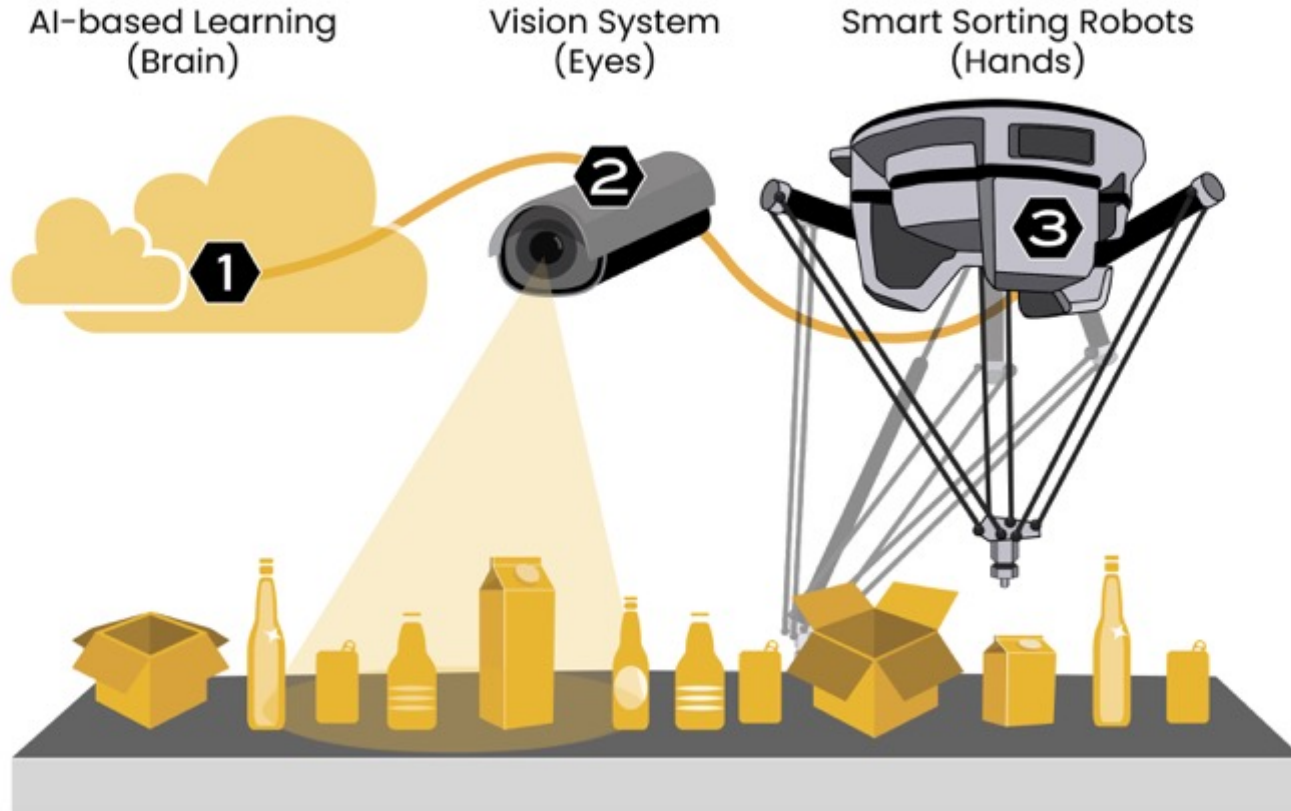


Applying A.I. to Solve the Sorting Problem with AMP Neuron™

- Machine learning distinguishes features like a human
- Avoids need for expensive spectral, infrared sensors
- Handles complex piled, non-singulated mixed waste



AMP Cortex™ Has Three Components



Three Carton Recycling Successful Projects and Stories



Alpine



Dem-Con



Single Stream Recyclers



Big News for Industry and Nation

- First recycling robot was big news in both industry news, as well as consumer media
- Can be installed over a weekend
- Ability to work 20 hours/day, 5 days a week (or more if needed)



Waste 360



Benefits and Broader Implications

- Allows facilities to introduce additional accepted recyclable commodities
- Can identify and pick out contaminants reliably
- Free up workers to focus on other activities
- Adaptable for other packaging producers

**Recycling
cartons saves
trees, electricity
and decreases
air pollutants**



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