



# Partnership between SodaStream and TOMRA for the exchange of CO2 cylinders at the vending machines

Editorial board March 17, 2021



From the partnership between SodaStream and TOMRA comes a customer-friendly solution for the return to the store of the CO2 cylinders, used for SodaStream carbonators. Objective: to make cylinder exchange more efficient for both resellers and SodaStream customers. The returned cylinders are also collected and taken to the SodaStream refill facilities, where they are cleaned, refilled and sealed for reuse. With this initiative, the customer who returns an empty cylinder receives a voucher to be used for the purchase of a new cylinder at the refill price only.

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SodaStream branded reverse vending machines have been installed in some retail stores in the European Union and in the United States. In Italy, the machine is operational in the MediaWorld store in Turin Lingotto and will soon be available also in the Genoa one.

In addition to the advantages in economic terms and environmental sustainability, thanks to this system, customers avoid the queues inside the shops and therefore the risks of gatherings, in full compliance with social distancing.

The SodaStream and TOMRA partnership aligns with the shared commitment to reduce waste from single-use plastic bottles through the use of their products.

"We hope TOMRA solutions will enable smoother logistics for both SodaStream resellers and customers and make it even easier to replace cylinders while helping to do good for the environment," commented SodaStream CEO Eyal Shohat. "We are proud to partner with a leading company that shares our vision of making the beverage market more sustainable."

"This partnership expands the ways in which TOMRA reduces waste in the environment. Closed-loop recycling of beverage containers and now facilitating the reuse of CO2 cylinders are examples of how TOMRA is at the forefront of contributing to a circular economy," said Mattias Hecter, Vice President of TOMRA Collection Solutions in Northern Europe.

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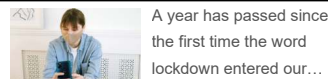
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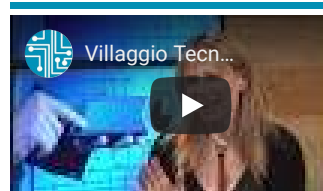
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