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2

# Hamburger Recycling optimizes waste management



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ENVIRONMENT



# THE COMPANY'S MISSION IS TO RECOVER RAW MATERIALS, reintegrate them into the circular economy, develop an optimized value system and protect the environment

Hamburger Recycling, a trusted brand on the recyclable materials management market in Romania, was founded 10 years ago. Initially focused only on the trade in secondary raw materials (recyclable waste), especially cardboard, the company has expanded its activity by offering collection services. Thus, every year, the company has developed recycling centers, starting from Cluj Napoca, where the headquarters is located, continuing with Bragadiru, Oradea and Timișoara.

As a result, HAMBURGER RECYCLING has managed to become the direct partner of recyclable waste generators, offering them optimal management solutions under the slogan that defines their activity - ***WE RECYCLE TOGETHER***

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The company is part of the Prinzhorn Group, a European market leader in the packaging, paper processing and recycling industry, which operates in 16 countries with 10,000 employees. With a turnover of 1.70 billion euros, the group ranks third in Europe in this segment.

„Belonging to such a prestigious ‚family‘, with a history beginning in 1853, in an organization with healthy values, characterized by rigor and efficiency, where development, innovation and creativity are cultivated and encouraged, is an advantage in itself. An asset. A chance to evolve professionally, to benefit from know-how, to work together with specialists and professionals from all holding countries, to benefit from their experience and to share your own experience“, said Mr. Călin Lăzurean, General Manager of HAMBURGER RECYCLING.







## The main divisions of the group

The Prinzhorn Group has three divisions - Hamburger Recycling, Hamburger Containerboard and Dunapack Packaging.

Hamburger Recycling's service portfolio is vast, tailored to the customer's needs. Thus, after a careful analysis in the field, the customer is presented with the optimal collection solution, is provided with the temporary collection containers required for each type of recyclable waste generated and with the necessary logistics for their collection and transport to collection centers.

At the same time, the company ensures the preparation and transmission of all legal documents that are mandatory, according to the legislation in force. Through the specialized department, the company also provides consulting and advisory services on environmental legislation.

## The importance of raw material recovery and waste collection

In Romania, approximately 5 million tons of waste are produced annually, according to the National Waste Management Plan.

The term „waste” hides valuable resources, sometimes even critical raw materials. Mainly, most „valuable” waste can be converted into secondary raw material for the manufacture of new products. Thus, these millions of tons of waste no longer end up being dumped in landfills, more or less compliant or environmentally friendly.

The circular economy deviates from the traditional, linear, “take-do-consume-throw” economic model

The benefits of recycling are many, so it is very important to understand that behind the drastic recycling laws are solid ideas and principles that are beneficial to communities.

“One of these solid principles that our Group already applies is that of the circular economy, which is a model of production and consumption that involves sharing, reusing, repairing, renovating and recycling existing materials and products as much as possible. In this way, the life cycle of the products is extended ...” says the General Manager.

In practice, applying the principles of the circular economy involves minimizing waste. When a product reaches the end of its life, the materials from which it is made are kept in the economy whenever possible. They can

be used again and again, thus creating additional value. In addition, recycling not only benefits the environment, but also has a positive effect on the economy.

As you can see, waste collection is evolving day by day, but at a fairly slow pace, given that, most of the time, reactive actions are taken (not proactive) and decisions are made after something harmful to the environment happens.

From the company's point of view, consumer education is very important and the power of example is a determining factor in having a functional system. A waste management system must be shown, explained and implemented in accordance with the needs of the community, and must then be maintained and streamlined.







## The phenomenon of global and local pollution

Hamburger Recycling proves its respect for people and the environment, contributing every day to creating a cleaner environment. Every tone of recycled material that returns to the economy as raw material means less pollution, less waste, more resources. This is also one of the reasons why the people at Hamburger Recycling put all their energy and skill in the fight for a friendlier, less polluted environment.

The company's mission is the recovery of raw materials, their reintegration into the circular economy, the development of a value system optimized according to the needs of customers and suppliers and, last but not least, the protection of the environment.

„In Romania there is a vast legislation in the field of waste, namely to prevent pollution. We believe that there is a need for greater involvement of local authorities, of

Intercommunity Development Associations, where they exist, because these entities have the most tools and means to change this situation. By involving them, things can change and waste recycling can increase at national level. As far as we are concerned, as a company operating in the field of waste recycling, we contribute and make every effort for things to change for the better”, is the opinion of Mr. Călin Lăzurean.

Romania has set very bold targets, at least in the field of waste recycling, which, unfortunately, are far from being achieved so far

Hamburger Recycling proves its respect for people and the environment, contributing day by day to the creation of a cleaner environment

## The most innovative solutions offered by the company

Regarding the logistical part of waste collection, bins, containers, press-containers and specialized vehicles are currently used. The vehicles used at the moment are new, with low fuel consumption, with high-performance filters, which pollute less. Also, the press-containers are provided with sensors that show their filling capacity, thus streamlining the transport of waste from the customer to the collection centers.

At the same time, the recycling centers are in a full process of refurbishment by implementing new, more efficient processing equipment with low electricity consumption.

“Regarding our processes, we are ISO 9001, 14001 and 45001 certified. We have implemented procedures and work instructions for all the processes carried out in the company. We use ERP systems to manage operational activity. We guarantee the traceability of waste from the customer = source, to the final recycler”, details Mr. Lăzurean.

The company's recycling capacity differs from one collection center to another, but, overall, with the technology it has, the capacity to recycle is between 10 and 12 thousand tons per month, depending on the quality of the waste. For the next period, the company wants a superior technological endowment, which will allow it to diversify the types of recyclable waste processed, while increasing the recycling capacity by about 20% in the medium term.







## The importance of the human resource

Currently, the company has over 100 employees in the 4 depots, and their number will increase as the activity develops.

In addition to salary income, depending on the achievement of the objectives agreed with the company's management, employees receive performance bonuses, but also benefit from a health insurance system, which covers a wide range of specific services.

For Hamburger Recycling, the continuous improvement of the professional knowledge and personal skills of the company's employees is a permanent concern and, in this sense, the company has programs structured by types of professions.

„The human resource is very important to us, so through what we do we take great care that people feel pleasure and have

the motivation for continuous performance. Employment opportunities depend on many factors and occur frequently. Consequently, those who are interested in joining us, can send us their intention by sending a curriculum vitae”, mentions Mr. Călin Lăzurean.

For HAMBURGER RECYCLING, continuous improvement is always at the forefront, both in terms of the services offered and the customer relations

The company attaches great importance to social responsibility projects, getting involved in actions to support education in Romania

## Supporting education

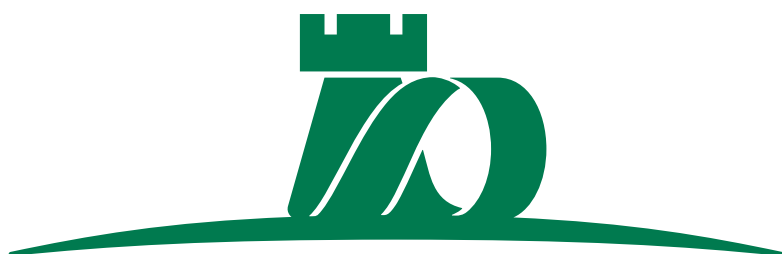
In the company's vision, social activities occupy a very important place. Thus, in 2020, when education is facing a lack of technological resources for pupils and students, in order to connect to online classes, the company donated laptops and desktops for families without material resources, as well as desks and paper for pupils and students.

At the same time, Hamburger Recycling also offers sponsorships for school sports clubs, which are just as important for the younger generation.

„In our company there is a great emphasis on supporting education, for example we have many students who carry out their internship in the environment department, having a contract signed with the Faculty of Environmental Science and Engineering of Cluj Napoca.

We are carrying out a big project together with our colleagues from Dunapack and a renowned collaborator in the country, offering sponsorship for the equipment necessary to set up and carry out specific activities for the laboratory within the Faculty of Environmental Science and Engineering within the UBB of Cluj Napoca”, states the General Manager of HAMBURGER RECYCLING.





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