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## **Proteus boosts waste portfolio with European contract**

Proteus Public Relations has been appointed by TiTech, the world-leading manufacturer of optical sorting systems, to support the promotion of its technology across Europe. The appointment follows Proteus' successful promotion of TiTech in the UK, where an established presence has been secured.

Specifically, the brief is to develop tailored communications strategies to promote TiTech's optical sorting technology in specified European territories. Initially, these will include Spain, Germany, France, Italy and the Nordic countries.

Alison Jones, TiTech account leader and Senior Consultant at Proteus, comments: "Waste handling is a sector in which Proteus specialises and we are looking forward to using our expertise to promote TiTech's capabilities in the field of automated materials recovery. We are already working successfully with TiTech in the UK, so the addition of the pan-European account will allow us to optimise our activities for this client."

TiTech's optical sorting systems use light sensors to automatically sort different types of materials from the waste stream. The technology is extremely accurate, meaning a greater quantity and quality of material is recovered than if using manual sorting techniques. As a result, the end products, including papers, plastics, metals and WEEE waste, achieve a far higher re-sale value.

TiTech technology lies at the heart of a number of Materials Recycling Facilities (MRFs), including Veolia's Alton facility in Hampshire in the UK and the Xixona site in Spain – one of the first sites in Europe to automate its household waste sorting facility.

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