

Beta Glass and Wecyclers Announce Pioneering Partnership to Launch Cullet Trucks, Enhancing Recycling and Sustainability Efforts



L-R: **Gbenga Ogundele**, Executive Assistant to CEO/Gov't Relations Manager at Beta Glass; **Stanley Uzoma**, Head of Logistics, Wecyclers; **Esther Chibueyin Fgabo**, Human Resources and Partnership, Wecyclers; **Olawale Adebisi**, CEO Wecyclers, **Darren Bennett-Voci**, CEO Beta Glass, **Jagdish Agarwal**, COO Beta Glass; **Sandra Robert**, Administration Manager, Beta Glass; **Awe Matthew**, Procurement Supervisor, Beta Glass; **Taofeeq Popoola**, Cullet, Local Raw Materials Procurement and Planning Supervisor, Beta Glass; **Murphy Uye**, Planning and Purchasing Manager, Beta Glass.

Beta Glass PLC, a member of the Frigoglass Group and the leading manufacturer of glass packaging, crowns and crates in West and Central Africa, has partnered with **Wecyclers**, an innovative waste management company, to launch a fleet of cullet trucks. This strategic initiative aims to enhance recycling efforts, promote sustainability, and reinforce environmental responsibility across Nigeria.

The official launch event took place on Wednesday, 22nd May 2024, at the Beta Glass headquarters in Lagos, marking a significant milestone and commitment by both parties towards a more sustainable future for Nigerians.



The new trucks will be instrumental in collecting and transporting cullet, the term for bottles and jars for recycling, from various collection points to the local production facilities of Beta Glass. By integrating these specialised trucks into the supply chain, both companies aim to increase the volume of recycled glass used in manufacturing, thereby reducing the quantity of virgin raw materials and minimizing the environmental footprint.



Key Benefits of the Partnership:

- **Enhanced Recycling Efficiency:** The cullet trucks will streamline the collection process, making it easier to gather larger quantities of glass for recycling,
- **Environmental Impact:** By using more recycled glass in production, Beta Glass will reduce its carbon footprint.
- **Economic Opportunities:** This initiative will create new job opportunities in the recycling sector, supporting local communities.
- **Public Awareness:** The partnership aims to raise awareness about the importance of recycling and environmental stewardship among the Nigerian populace.

Commenting on this new partnership, **Darren Bennett-Voci**, CEO of Beta Glass, stated: *"Our partnership with Wecylers represents a significant step forward in our commitment to sustainability and environmental responsibility. The launch of the cullet trucks will not only enhance our recycling capabilities but also set a benchmark for the industry. We are excited to see the positive impact this initiative will have on our environment and our community."*

Olawale Adebisi, CEO of Wecyclers, further added: *"Wecyclers is dedicated to providing innovative recycling solutions that empower communities and protect our environment. Partnering with Beta Glass to launch the cullet trucks is a testament to our shared vision of a sustainable future. We look forward to working together to foster a recycling and environmental awareness culture across Nigeria."*



The launch event featured a demonstration of the cullet trucks in operation, along with presentations from key stakeholders about the anticipated benefits of the initiative.

***** Notes to Editors *****

About Beta Glass

Beta Glass, a member of the Frigoglass Group, is the leading manufacturer of glass containers in West and Central Africa, dedicated to producing high-quality, sustainable glass packaging for a variety of industries. With a strong commitment to environmental responsibility, Beta Glass continuously seeks innovative solutions for all packaging needs.

About Wecyclers

Wecyclers is a Lagos-based company offering recycling services to local communities. By leveraging technology and inclusive recycling initiatives, Wecyclers aims to improve public health, create jobs, and protect the environment through sustainable waste management practices.

About M.Inc PR

M.Inc is a niche communications agency that provides bespoke communications solutions for startups, innovators, and organizations that want to make an impact in Africa. We are impact-driven, and so are our clients, our role is to create and amplify stories of impact from Africa to the world. Our mission is to guide startups and innovators on the strategy that paves the way and guides their brand amplification. M.Inc is not only bridging the gap between African startups and the world, we are also bridging the world to Africa.

For media and communications:

Michael Isaac

michaeli@minc.ng

[+2347083483457](tel:+2347083483457)