

August 1, 2022

## **SULO BENELUX TAKES OVER THE DISTRIBUTORSHIP OF ORWAK IN THE NETHERLANDS**

The Orwak brand and balers have a long history and are well-established in the Benelux region. Orwak has been serving customers in Belgium, Luxembourg, and the Netherlands for decades providing compaction and baling solutions for a more profitable and sustainable waste management. It is a long-term commitment from the initial contact and pre-sales advice to years of after sales support after the sale.

Tecnor was the Orwak distributor in Belgium for more than 30 years and Tomra Systems has represented Orwak in the Netherlands for more than 15 years. They served the market well and we are grateful for their dedication, but there always comes a time for change.

Since 2020, Orwak is part of SULO Group, a global entity headquartered in France. The group carries a long tradition of rethinking the collection, separation and recycling industry and today SULO is the European leader in recycling plastic and smart waste solutions with 150 million installed systems all over the world.

It is a sound strategy to strengthen the bonds within SULO Group, identify synergies and involve in new business opportunities together. Therefore, it was a natural decision for Orwak's sister company SULO Benelux to acquire Tecnor and bring it into the family in July 2021. We are now happy to announce that SULO Benelux is also taking over the distributorship of Orwak in the Netherlands from August 1, 2022.

The professional support in sales and service to the customers will continue and SULO Benelux is able to offer an even wider range of products including the SULO bins and underground systems. To serve the entire region through the same organization gives an even stronger focus, commitment and local presence, which our partners and customers will benefit from.

Harold Schuurman, the dedicated Sales Manager at Tomra Systems for the Orwak product range in the Netherlands for many years, will play an important part in the new organization and continue on in the same position for SULO Benelux.

Tomas Johansson, Sales & Marketing Director at Orwak comments: "I am very happy to see the SULO Group expansion in the Benelux region with increased focus on compaction equipment. For the Netherlands I want to personally send my thanks to Tomra for building the Orwak brand and setting a great base that we (SULO) can continue to grow. We now have an outstanding compaction team that will lead our business forward."

For further information and contact details, we invite you to the newly launched Benelux website, [orwak.nl](http://orwak.nl), available in Dutch/Flemish and French, for Orwak compaction solutions.