

# Press release

Monday, September 03, 2018

## Tradition meets innovation

## ALBA Group Celebrates 50-Year Anniversary

+++ New image film shows development to international technology leader

Berlin. The ALBA Group, one of the leading recycling and environmental services and raw materials suppliers worldwide, is 50 years old. To mark the anniversary, the company is presenting itself with a new image film that reflects it as a modern, international player of the future.

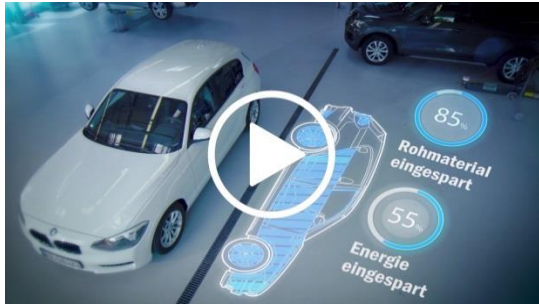
The recycling experts can look back at rapid development. The company was launched with just six employees and two lorries on 3 September 1968 in Berlin. At that time, the idea that refuse is not waste but recyclable material was still almost revolutionary. The small waste management company became an international group for recycling, environmental services and the supply of raw materials whose core business continues to be recovering raw materials from waste. In addition, the ALBA Group is still a family business, run today by Dr Axel Schweitzer and Dr Eric Schweitzer, the sons of the company founder Franz Josef Schweitzer.

Thanks to constant innovations, the ALBA Group has written recycling history: from the introduction of the separate collection of recyclables to the development of leading technologies such as the Green Fuel technology to state-of-the-art recycled plastics such as Procyclen – the list is long and is still being continued today. The ALBA Group is present in the Chinese megacity of Shanghai with a company for automotive recycling and in Hong Kong with an e-scrap recycling plant – currently the largest and most state-of-the-art in the world. In Europe, too, it wants to further expand its position in future and take top place – when it comes to quality of raw materials, customer friendliness and environmental performance. Above all, it wants to advance the digitalisation of the waste management and recycling industry and to this end it is working intensively on new, digital strategies and business processes in the InnovationLAB at the company's Berlin headquarters. The focus here is on Smart City solutions.

“The particular strength of the ALBA Group as ‘the recycling company’ and as one of the ten leading environmental services providers worldwide is our determination to keep on developing our leading recycling expertise. A future world without waste cannot remain only a vision,” explains **Dr Axel Schweitzer, co-owner and CEO of the ALBA Group**. “Our anniversary motto, ‘Tradition meets innovation’, is therefore not just a principle for the future, but also our recipe for success.”

“We have become a global player of the recycling industry and have remained a family business,” says **Dr Eric Schweitzer**. “This huge development is unthinkable without our employees, who have been at our side in the last few exciting years and decades. We owe them our special thanks.”

With the new image film, the ALBA Group positions itself as an international technology leader that, with pioneering recycling solutions, closes raw material cycles and actively contributes to shaping the way to a world without waste. You can view the film at <http://bit.ly/corporatevideo2018>.



### **About ALBA Group:**

The ALBA Group, one of the leading recycling and environmental services companies as well as raw material providers worldwide, operates with its two brands – ALBA and Interseroh – within Germany, Europa and Asia. In 2017 its divisions generated an annual turnover of approx. 1.8 billion Euros and employed a staff of about 7,500 employees. In 2016 alone ALBA Group saved almost 4.3 million tonnes of greenhouse gases compared to primary production and at the same time about 36.2 million tonnes of primary raw materials through its recycling activities.

Further information on ALBA Group can be found at [www.albagroup.de](http://www.albagroup.de). All press releases of the ALBA Group may be subscribed to via RSS feed at [www.albagroup.de/presse](http://www.albagroup.de/presse).

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**Tradition meets innovation – 50 years of ALBA.**  
You can find the milestones of our company's history at: [www.alba.info](http://www.alba.info).