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Recycling Leader, Envipco, Partners with Fathom to Relaunch Brand, Site

Recently, recycling technology leader **Envipco** partnered with branding and creative firm **Fathom** to relaunch its brand and website. With the redesign of Envipco's identity, logo, print collateral and the relaunch of Envipco.com, the organization can now better communicate the important role the company plays in the emerging green technology sector.

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"Our business is providing technology-based recycling solutions for the recovery of post-consumer beverage containers both in deposit and non deposit markets. Our big picture goal is for recycling to become second nature. We can help do that through innovative technology and programs that make it easy, convenient, safe and rewarding to recycle," said Gool Santchurn, Envipco CEO.

Working closely with Santchurn and his executive team, Fathom's brand strategists and creative team have provided a strong foundation for Envipco to properly present itself to the outside world. Core to Envipco's brand is expressing their commitment to creating new and sustainable technologies to dramatically increase resource recovery and reuse.

"Gool and his team have a vision that, to help realize, required a new visual expression," commented Brent Robertson, Fathom's President and Chief Creative Officer. "Now the organization has the footing it needs to aspire to its potential. Fathom looks forward to seeing Envipco bring positive impact to real green initiatives that will make a difference."

The new site is intended for industry partners, as well as consumers interested in knowing more about how Envipco is changing the way we recover and recycle beverage containers. **The Reimagine Project**, a collaboration between Envipco and **Coca Cola Recycling Inc.**, is such a program for nondeposit markets that encourages recycling. The project supports Coca-Cola's ambitious initiative of using at least 50 percent recycled content in its packaging by 2015 and 100 percent by 2020.

With several patents for their Reverse Vending Machine (RVM) technology, Envipco has been a leader in recycling for more than 30 years. Envipco's new website provides a channel for retailers and industry partners in the U.S, Greece, Australia and other global markets to learn about its recycling technology and programs. Envipco's future marketing efforts will expand as its global presence and recovery solution programs grow.

About Envipco Holding N.V.

Envipco Holding N.V (Envipco), is a Netherlands-based holding company listed on NYSE Euronext Brussels (Symbol ENV). Envipco, with operations in several countries around the globe, is a recognized leader in the development and operation of reverse vending machines (RVMs), automated technological systems for the recovery of used beverage containers. Envipco's turnkey solutions cover all aspects of beverage container recycling - from recovery, validation, compaction, sorting, transportation and logistics, to accounting for every container, to recycling and processing used beverage

containers to ready for conversion into new containers and consumer products. Known for its innovative technology and market leadership, Envipco holds several intellectual property rights for RVM systems, including but not limited to beverage refund deposit markings, material type identification, compaction and accounting. It also owns and operates the largest independent bottle to bottle PET recycling plant in Europe

About Fathom

Fathom is a brand and creative firm that helps forward-looking organizations to cultivate and sustain the value they offer the world. Based in Hartford, Connecticut, Fathom helps clients better engage their audiences by leveraging the best of online, print and event marketing. Fathom's clients include Yale University, the National Credit Union Administration, OneBeacon Insurance, ConnectiCare, Wireless Zone, Aid to Artisans and more. More about Fathom can be found at www.fathom.net.

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