Ricron
Creating value from plastic waste

RicronPanels

The Problem

The waste issue in India is significant and plastic is a large part of the problem. The country generates about 62 million metric tons of municipal waste annually.[1]

Over 2017-2018, more than 660,000 tons of total waste generated came from plastic materials.[2] Specifically, multi-layer plastic waste (MLP), which is a favoured form of packaging due to its affordability and longer shelf-life, presents a unique challenge. As it is difficult to recycle, most of it ends up in landfills, being incinerated or in the environment.

The Solution

At Ricron we give new life to low value, difficult-to-recycle MLP waste.

Through an innovative proprietary process, Ricron offers an alternative to common building materials, such as plywood, by providing quality recycled materials that are high performing, cost-effective and provide long term utility to the building and construction industry.

Our leading offering has changed the building landscape by delivering sustainable products for responsible consumption.

[1]Ministry of Housing and Urban Affairs Annual Report for 2016-17; [2] Indian Solid Waste Figures mentioned in the Standing Committee on Urban Development Report of Feb 2019

Our Mission

- **Set industry standards for recycled building materials** and advance the circular economy.
- **Give value to plastic waste previously seen as worthless** to provide a catalyst for behaviour change and eliminate plastic from the environment.
- **Provide choice to consumers and the construction industry** that enables participation in the circular economy through high-performing, cost-effective building materials that can be recycled again and again.

Our Model

- **Unique, innovative proprietary process** that converts worthless waste into sustainable materials for furniture, building and construction applications.
- **Increased circularity** with ability to upcycle 100% of the materials we create through our buyback option.
- **Focus on research and development** to find value in more types of plastic waste for the benefit of the building industry as well as the waste management value chain and the environment.
- **Strong customer relationships and word of mouth** from ability to deliver quality products over time, and at scale.

Ricron is an innovation driven business that **converts low-value plastic waste into quality sustainable materials** for furniture, building and construction applications, advancing the circular economy in India and globally.

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Building application:
Eco-roof sheet made from recycled multilayer plastic packaging

Positive environmental impact

Through our work we aim to create products that encourage responsible consumption and advance the circular economy.

- **One of the largest MLP recyclers in India,** diverting 80,000 tons of waste from the environment in seven years.
- **Certified zero-waste discharge company.**
- **Responsible employer of a committed team,** passionate about helping to clean up the environment.

Our Goals

Set new standards and demonstrate how the construction and building industry can **adopt sustainable building practices.**

Focus on quality and innovation to recycle more types of plastic waste, for an even **wider range of applications.**

Grow and scale our business to have an even greater impact, with the aim of recycling 80,000 tons of MLP, or **the equivalent of more than 1,600 million toothpaste tubes** and save over 50,000 trees between 2021 – 2028.[3]

AWARDS & RECOGNITIONS

Certified Green Product

2016 Green Pro Award by CII

2018 Climate Solver Award for Innovation in Technology

UNITED NATIONS

2020 SDG WE Award by United Nations

Nestlé
Creating Shared Value
Nutrition | Water | Rural Development

2021 Nestle CSV Prize Winner

[1]Ministry of Housing and Urban Affairs Annual Report for 2016-17;[2] Indian Solid Waste Figures mentioned in the Standing Committee on Urban Development Report of Feb 2019;[3] (Assumption: 1 avg toothpaste tube = 50grams, 1 avg tree = 1,500kg)

Contact us
+91 77700 30055
info@ricron.com

ricron.com