Plastic Omnium Environment awarded Europe’s biggest contract to supply and install underground and semi-underground containers, for the Greater Rouen Urban Community

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Plastic Omnium Environment has been awarded a €15-million contract from the Greater Rouen Urban Community (CREA) to supply and install 3,700 underground and semi-underground waste containers.

The contract, which extends until 2019, culminates the largest call for bids of its kind ever launched in Europe. This sales success reflects Plastic Omnium Environment dynamism and capacity for innovation while consolidating its leadership in the market for waste containerization products and services.

Comprising 71 communities in Upper Normandy with a total population of nearly 500,000, CREA is France’s eighth-largest metropolitan area. Laurent Fabius is its President.

Intended for glass, packaging and other recyclables as well as residual household waste, the 3,700 containers will be mainly located in housing projects, just outside apartment buildings. Highly resistant to weather, corrosion, fire and vandalism, these exceptionally well-built containers are guaranteed to last at least ten years, thereby considerably reducing municipal operating costs. Because of their large capacity, these underground and semi-underground containers will be fewer in number and more centrally located, meaning that waste pick-up trucks will travel shorter distances and consume less energy.

To design the containers, CREA contracted with internationally renowned architect Jean-Michel Wilmotte, who took into consideration the need to integrate them harmoniously into the urban landscape.

“CREA’s stringent standards in terms of sustainable development, product design and styling, and user accessibility, health and safety represented a major challenge that was successfully met by the expert teams at our Σ-Sigmathech research and development center,” said Michel Kempinski, Chairman of Plastic Omnium Environment. “These attractive, custom-designed containers will be accessible to everyone, in particular elderly and mobility-impaired users.”

The Greater Rouen Urban Community has gone to great lengths to curb waste management costs, reduce the environmental impact of collection and provide users with high-quality equipment to improve sorting. “We’re very proud that CREA chose us for this project,” added Michel Kempinski. “The new contract strengthens Plastic Omnium Environment’s leadership in the voluntary waste drop-off segment. In particular, it reinforces our standing as a designer and manufacturer of underground and semi-underground containers as opposed to just an equipment distributor.”

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Plastic Omnium is the world leader in automotive components and plastic body modules, automotive fuel tanks and systems and waste container solutions for local communities and companies. The Group employs around 14,000 people and operates 94 plants in 27 countries, generating revenue of €2.5 billion in 2009. Plastic Omnium is listed on the Euronext Paris stock market, Compartment B, is eligible for the “long-only” Deferred Settlement Service (SRD) and is included in the SBF 250 and CAC Mid 100 indices (ISIN code: FR0000124570).