

PURECOLOUR®



# PURECOLOUR®

# GREY OF THE DAY

## PURECOLOUR® FOR DECADES TO COME

In the past most bins were made from new plastics that needed only a small amount of colour additive to create a bin with a defined colour code.

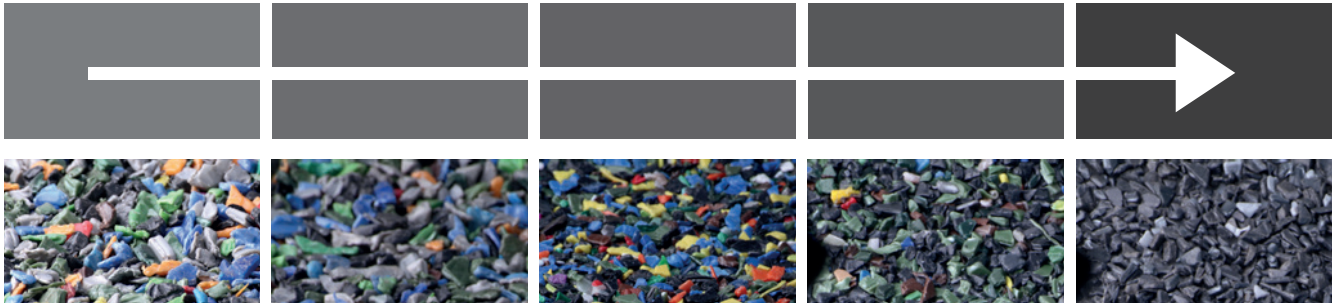
Today, ESE produces bins from fully recycled plastics that retain various colours from the previous application. To over colour these already coloured plastics, even more colour additives are needed to get back to the same defined colour specifications.

The disadvantage is that, in every recycling step more colour additives are required to reach this colour. ESE has proven that the plastics in a bin can be recycled up to 10 times. For this, the plastics need to be kept as PURE as possible.

Every time the plastics come back for reuse, more colour additives are added to reach strict colour requirements. This will compromise a PURE plastic lifecycle.



240 L CL bin with  
PURECOLOUR®  
Code FC 930



## GREY OF THE DAY WITH PURECOLOUR®

**PURECOLOUR®**, is a colour that is defined by the composition of the reused plastics itself, without colour additives! The colours of the various plastics coming back for recycling are carefully selected to create a range of grey colours. Due to the variances in the colour composition, every day another Grey comes to life as the 'Grey of the Day'. These variances are the visual proof of recycling.

**PURECOLOUR®** is keeping plastics pure, to recycle bins for decades to come.



## ESE - WE VALUE YOUR RECYCLABLES



KERBSIDE SYSTEMS  
MOBILE CONTAINERS FOR  
WASTE AND RECYCLABLES



BRING SYSTEMS  
(SEMI-) UNDERGROUND SYSTEMS  
COLLECTION BANKS



BIO SELECT LINE  
CONTAINERS AND COMPOSTERS  
FOR GARDEN AND BIO WASTE



HAZARDOUS WASTE CONTAINERS  
MOBILE FUEL CONTAINERS  
MOBILE OIL CHANGE UNITS



PUBLIC FURNISHING  
BINS FOR THE PUBLIC SPACE



CONTAINER MANAGEMENT  
DISTRIBUTION, REGISTRATION,  
COLLECTION AND RECYCLING

ESE is Europe's leading manufacturer of temporary storage solutions for waste and recyclables. Our comprehensive range of products is complemented by a full service offer from container management to the recycling of products at the end of their lifetime. Specialists in all departments develop solutions to meet our customers' requirements. In doing so, we follow the principle of highest possible sustainability from product development and production to transport.