

EVERY WEEK WE INTRODUCE ONE ISRAELI COMPANY WHICH WE RECENTLY ENCOUNTERED AND BELIEVE MIGHT INTEREST YOU\*

## THIS WEEK:

### UBQ - A RECYCLING TECHNOLOGY THAT CAN REVOLUTIONIZE GLOBAL WASTE MANAGEMENT

UBQ TRANSFORMS UNSORTED HOUSEHOLD WASTE INTO UBQ™, A COST COMPETITIVE MATERIAL, THAT IS AN ECOLOGICAL SUBSTITUTE FOR PLASTIC.

#### THE CHALLENGE:

**GLOBALLY, WE PRODUCE MORE THAN 2 BILLION TONS OF WASTE EACH YEAR. THE MAJORITY OF WASTE ENDS UP IN LANDFILLS CAUSING SIGNIFICANT HEALTH AND ENVIRONMENTAL ISSUES. TOXINS SEEP INTO THE SOIL AND GROUNDWATER, POLLUTE OCEANS AND RELEASE GREENHOUSE GASES THAT CONTRIBUTE TO GLOBAL WARMING.**



#### THE SOLUTION:

**DIVERTING WASTE FROM LANDFILLS AND TRANSFORMING UNSORTED WASTE INTO A CLIMATE-POSITIVE, COST-COMPETITIVE SUBSTITUTE FOR OIL-BASED PLASTICS, THAT CAN BE MADE INTO PRODUCTS SUCH AS CAR PARTS, BOXES AND BINS, AND CONSTRUCTION MATERIALS. CLOSING THE LOOP BETWEEN WASTE GENERATION AND GLOBAL MATERIAL DEMAND.**

- **NO NEED TO SEPARATE TRASH** - INCLUDING FOOD WASTE, CARDBOARD, PAPER, MIXED PLASTICS AND EVEN DIAPERS
- **COMMERCIALLY VIABLE** - CAN BE USED BY THE EXISTING INDUSTRIAL MACHINES, COST COMPETITIVE TO PLASTIC
- **ENVIRONMENTALLY SOUND**
  - **REDUCES LANDFILL BURIAL** - FOR EVERY TON OF UBQ™ PRODUCED, 11.7 TONS OF CO<sub>2</sub>EQ ARE PREVENTED FROM POLLUTING THE ENVIRONMENT
  - **CREATES NEW LIFE FOR HARD-TO-RECYCLE PLASTIC**
  - **NO WATER UTILIZED** IN THE PROCESS

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### WHAT IS UBQ LOOKING FOR?

UBQ IS IN SEARCH OF COMPANIES INTERESTED IN INCORPORATING UBQ™ MATERIAL INTO THEIR EXISTING MANUFACTURING PROCESSES TO CREATE A MORE SUSTAINABLE ECO-PLASTIC PRODUCT. THEY ARE ALSO LOOKING FOR GOVERNMENTAL ASSISTANCE TO PROMOTE THE USE OF SUSTAINABLE MATERIALS THROUGH LEGISLATION, IN THE AIM OF EXPANDING FURTHER WORLDWIDE AND ACCELERATING THE GLOBAL TRANSITION INTO A CIRCULAR ECONOMY.

**For more information and potential opportunities, please contact [estella@ubqmaterials.com](mailto:estella@ubqmaterials.com)**

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