



Annex IV: ASOFTA Recycling

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ASOFTA Recycling Corporation Ltd.

Founded in 2002, ASOFTA is a private company that presents producers and importers of beverage containers and offers them services for the collection and recycling of their bottles.¹ The main objective for ASOFTA is to provide accessibility to recycling to their customers. ASOFTA has 60 collection stations all over Israel from where they collect around 100-120 million beverage containers every year, amongst them around 30-35 % glass bottles (= 90 % of all in weight), around 9.000 t/y. After collection they sort all materials and shred the glass. Then the mixed glass is exported, mainly to Turkey, but also to Portugal and Italy. ASOFTA exports instead of delivering the material to the only existing glass recycling company in Israel, Phoenicia, mainly for three reasons:

- Phoenicia is located in the South of Israel, while ASOFTA is based in the North. The roughly 300km distance lead to expensive transport fees;
- Phoenicia required only sorted glass;
- Phoenicia is mainly interested in flint glass and therefore accepts only a mix of maximum 15% of green glass.

These conditions enforce ASOFTA to import the glass containers to recycling facilities in Europe. ASOFTA aims to deliver their glass to a recycling company in Israel, but it is not possible under the current conditions. It would be possible if there are no requirements on the colour composition and if the transport costs would be reduced, for example when a new company is based in the centre of the country, or if the prices paid for the raw material would be competitive under the current conditions.

ASOFTA collects 77 % of the bottles licensed under their system. 30-35 % of all containers collected are glass containers, out of the bottles collected, 77 % are recycled.

ASOFTA firmly believes that the deposit system is a great solution for glass, especially if the targets get adapted per waste stream. They also believe that it could be solution for other glass packaging currently under the packaging law. ASOFTA is furthermore a member of international deposit networks, such as [Reloop](#).

¹ Under the deposit law there are two companies that are authorised by producers and importers to collect on their behalf, ELA and ASOFTA.



Main problems identified

- The collection under the packaging law is low performing, less than 35 % of packaging waste gets collected despite a huge communication campaign.
- Currently and estimated 95 % of all glass jars go to landfill.
- No clear data is available on total amount of glass bottles and other glass packaging put on the market.

Key recommendations

- Include other, non-bottle glass containers also under the deposit law in order to increase collection rate
- Increase the collection targets under the deposit law and make them specific for each material stream.

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