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## **MEDIA RELEASE**

### **The Future is Bright Shaping the future of resource recovery**

Australian sustainable resource recovery management specialist, SITA Australia (SITA), launches its new brand and identity today (see top right).

Simon Lee, General Manager, Strategy & Sustainable Development says the company is very proud of the new brand and the role that SITA is playing in Australia as the leader in resource recovery.

“Given our strategic positioning and strong growth over recent years, SITA is in a unique position to present and deliver locally relevant, globally proven sustainable resource recovery management solutions.”

“Our new look acknowledges our international experience and has been designed to ensure that it is instantly recognisable. It reflects the dynamic and vibrant outlook for the future of our company,” explains Simon.

At the same time as the dynamic visual look is unveiled, SITA will also change its brand name from ‘SITA Environmental Solutions’ to ‘SITA Australia’.

Simon describes this shift as a strategic move to reflect the direct ambition of SITA to break away from the traditional brand identity descriptions used in the industrial and waste management space.

The bright new look has been launched during the company’s 10<sup>th</sup> anniversary celebrations. Whilst the SITA brand itself is celebrating 10 years in 2011, the company history, which dates back almost 50 years, has been marked by a number of key milestones.

Managing Director, Eric Gernath said, “We have launched new brands, built new resource recovery facilities, expanded into new markets, and recorded double digit growth over the last 10 years. What we have achieved is a reflection of the outstanding commitment of our staff and the strong support of our customers.”

Most recently, in February 2011, SITA successfully secured the assets of WSN Environmental Solutions, the NSW government-owned waste management entity. The \$235 million acquisition significantly strengthened SITA’s position by expanding its NSW service provision into commodity recycling through the material recycling facilities, while the land assets offer further expansion opportunities for additional advanced resource recovery facilities.

“We are exceptionally proud of what we have achieved in the past, but we are more excited about what opportunities we see in the future,” said Eric.

“SITA is in the position of being at the vanguard of maturing the old waste management industry into a more sustainable future. We are shaping the future of resource recovery,” he concluded.

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**SITA AUSTRALIA (SITA)** is a SUEZ ENVIRONNEMENT and Sembcorp Industries joint venture, providing weekly services to over 43,000 commercial and industrial clients and more than 3.7 million residents across Australia. SITA’s services include domestic, commercial & industrial waste collection; waste assessments; resource recovery and recycling options; processing of organic materials into compost; renewable energy facilities; hygiene services; waste treatment; and product destruction. More information on SITA’s services can be obtained by calling 13 13 35 or visit [www.sita.com.au](http://www.sita.com.au)

**SUEZ ENVIRONNEMENT** Natural resources are not infinite. Each day, SUEZ ENVIRONNEMENT (Paris: SEV, Brussels: SEVB) and its subsidiaries deal with the challenge to protect resources by providing innovative solutions to industries and to millions of people. SUEZ ENVIRONNEMENT supplies drinking water to 90 million people, provides wastewater treatment services for 58 million people and collects the waste produced by 46 million people. SUEZ ENVIRONNEMENT has 78,700 employees and, with its presence on a global scale, is the world’s leader exclusively dedicated to environmental services. SUEZ ENVIRONNEMENT, a 35.4% GDF SUEZ affiliate, reported sales turnover of 12.3 billion euros at the end of financial year 2009.

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