



AN INNOVATION CENTER IN
SUSTAINABLE
TECH**N**OLOGY FOR THE
ELE**C**TRONICS INDUSTRY.

Carlos Ohde
November, 2017





How we started

- Brand reputation
- Value perception



- Information Security
- Brand protection
- Corporate and international regulations

- National Solid Waste Regulation for Extended Producer Responsibility

- High costs due to logistics complexity and large territory



Located in Sorocaba - 87km from São Paulo

FIT

R&D Center

Sinctronics

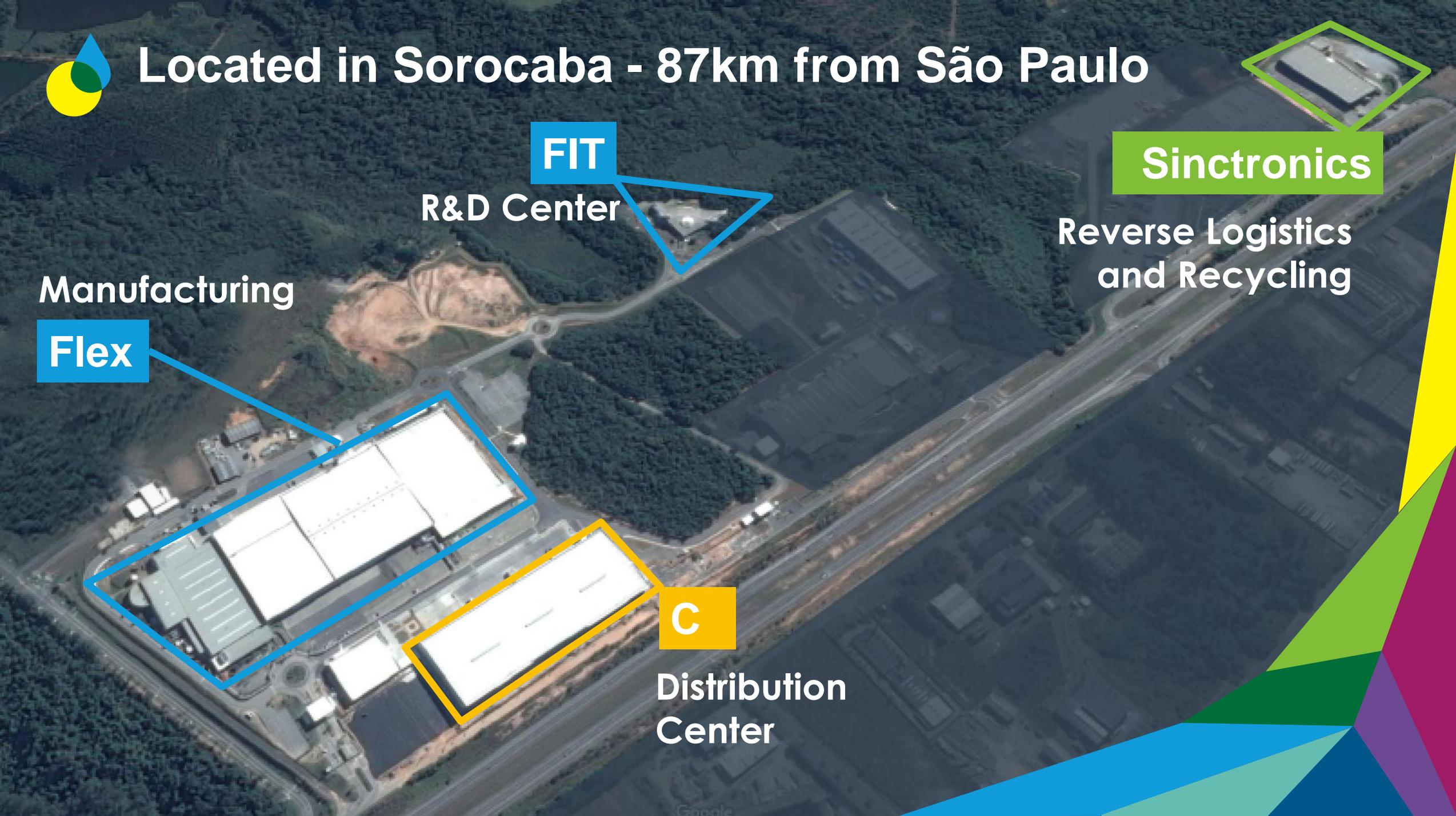
Reverse Logistics
and Recycling

Manufacturing

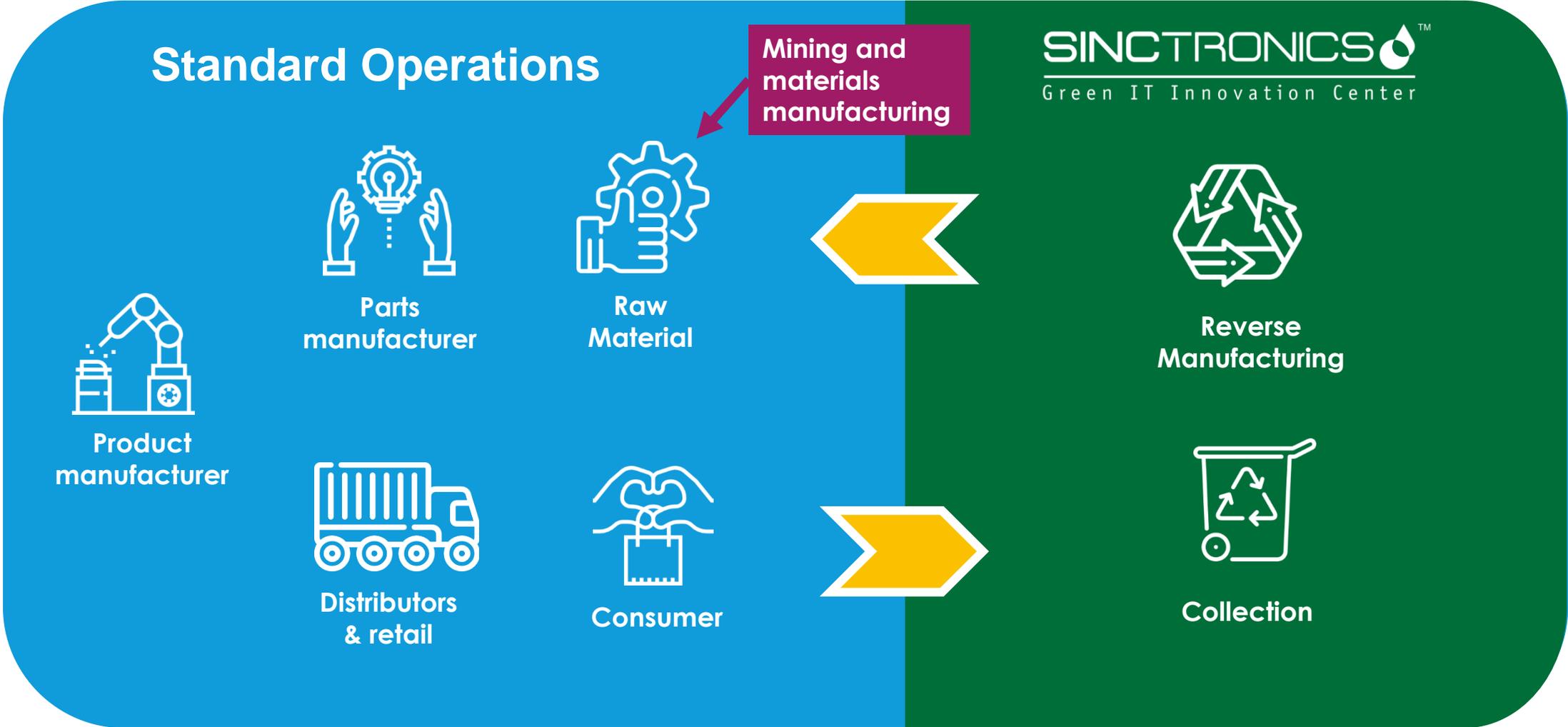
Flex

C

Distribution
Center

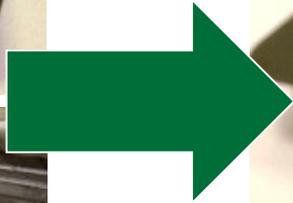


Closing the gap for a Circular Economy





Resources from Eletronic Waste



More than a recycler, a solid ecosystem

SINCTRONICS is an innovation center in sustainable technology for the electronics industry.

We manage **REVERSE LOGISTICS**, tracking the process from customer request to the recycling plant.

Our **RECYCLING** process transforms electronic waste into raw materials and parts for new products.

Our **RESEARCH AND DEVELOPMENT CENTER** implements innovations and provides training and experimentation in green IT.

We have **DEEP KNOWLEDGE ON ELECTRONICS INDUSTRY**. We are capable of placing valuable recycled material in different points of the supply chain.





Logistics Infrastructure

National coverage

Dedicated vehicles in high demand areas.



Management of 400 collection points



Reverse Logistic Management

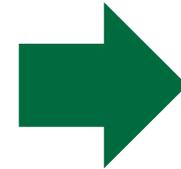
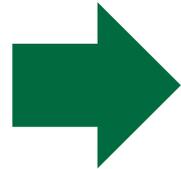
Reverse logistic tracking system



100% of the requests recorded, tracked and measured (SLAs)



Resources from Manufacturing Waste





About Sinctronics

How we started

What we do

Where we are going





Operations





Dismantling





Washing





Plastics Recycling



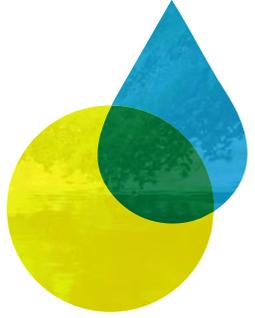
Certified raw material and new parts production





Reverse Logistics





**We love
innovation and
quality**



Quality Control and Material Development





Quality Control and Development





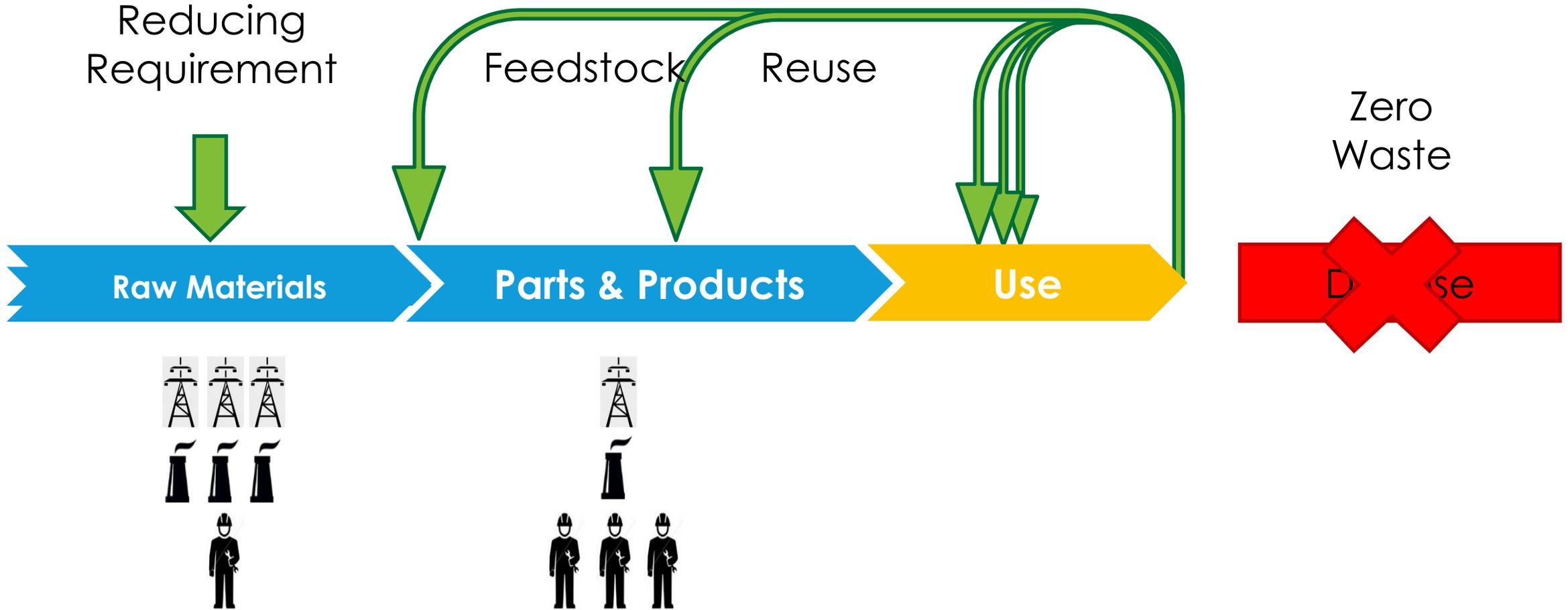
Quality Control and Development





Why the Circular Economy?

The Circular Economy Model





SAVING IN ENERGY AND CO2 EMISSIONS		
SINCRONICS PRODUCTS	RECYCLED ABS	RECYCLED HIPS
SAVINGS IN ENERGY*	64%	82%
SAVINGS IN CO2 EMISSIONS*	64%	82%

* Compared to virgin materials. Study performed in partnership with Federal University of Sao Carlos.



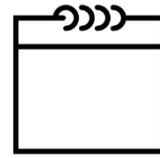
Integration with Local Society



“Escola Viva” Project with Sorocaba municipality;

ECONOMY

Solutions provider for the electronics industry aimed at reducing the environmental impact of products in the post-consumer market while generating wealth and employment.



4
years

Providing technology and infrastructure to develop solid waste transition projects.



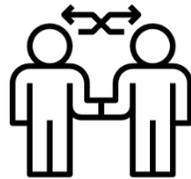
290
tons

Plastic re-inserted into clients supply chains for use on manufacturing lines.



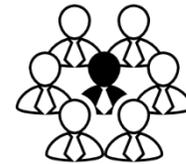
1796
tons

WEEE processed and destined to sustainable ends.



+15
partners

Universities and R&D Centers, national and international.



+130
professionals

Employment opportunities created and maintained.

12.000+

Annual collections.

AWARDS, RECOGNITION



FIESP Environmental Merit Award:

FIESP is the Federation of Industries of the State of São Paulo. The largest class entity in Brazilian industry. The visibility that winning this award gave us is very unique. Huge companies such as Unilever, AMBEV and Tetra pack run for that recognition, but Sinctronics was the big winner!



The Circulares:

The world's most important award for circular economy initiatives. We were between a few other Brazilians companies chosen as Highly Commended.

2016



Plastic Magazine Award:

The main award for the plastic industry. We were chosen from other sustainability cases related with plastics. The judges are the magazine editors, clients and suppliers.

eco Prêmio Eco
Brasil 2015



Eco Amcham Award:

The oldest award for sustainability initiatives in Brazil. Companies as Citi, Tetrapak and Novelis also were among the winners at that year.

SINCTRONICS TM

Green IT Innovation Center

THANK YOU!



ISO 14000



ISO 9000



**Responsible
Recycling**



**AmCham
Eco Award**



**World
Economic Forum**

FIESP



**Environmental
Merit**