



Best Waste Management & Recycling Consultancy 2020 - Netherlands

As the world becomes increasingly aware of the need to practise sustainable habits, in particular recycling, InnoMax is already ahead of the game, moving beyond physical recycling to chemical recycling. Led by owner and Managing Director Cees Duijn, this Dutch consulting engineering company is revolutionising the way we reduce, reuse and recycle waste.

With over thirty-five years of experience in the National and International Waste and Recycling Industry, InnoMax is a Dutch consulting engineering company specialising in the reuse and recycling of waste and residues into secondary building materials, raw materials for reuse and fuels for alternative energy generation.

Cees Duijn, the Senior Consultant, Managing Director and Owner of InnoMax, has established this operation based on various principles and objectives laid out to reduce waste. InnoMax works in accordance with the waste hierarchy laid out within 'The Ladder of Lansink', the 10-R Circular principles and the UN Sustainable Development Goals (SDG's) to reduce energy and CO2 emissions.

Within the Benelux, there is an increased interest in maximising recovery, reuse and recycling that is being supported by national and European legislation and directives. The work InnoMax is doing therefore is supported by subsidies, as they work in accordance with national and European objectives for 2030, to develop customers' projects. As a result, as the consultant to Waste management Companies among them AEB city of Amsterdam and AVR city of Rotterdam, InnoMax

has successfully maximised the recycling percentage of valuable commodities out of mixed municipal waste, optimising the recovery and purity of materials that can be reused elsewhere.

Cees and his team believe we are currently undergoing a shift, as physical recycling nears the limits of its effectiveness. It is now time to look to chemical recycling as a more circular and sustainable method. InnoMax is therefore looking into the pyrolysis of recycling plastics into Syngas and oil and refining that oil into Nafta, which can be used to produce prime plastic granulate. As the need for changes in the way we manage our waste globally becomes increasingly urgent, forward-thinking solutions like these are invaluable.

Despite making major impacts, InnoMax is not a large firm, but a small team united in their vision to reduce waste on a global scale. Working together to increase their shared knowledge, InnoMax takes a practical approach to providing solutions for customers, preferring to interact with their clients onsite and advise them in person, rather than operating from an office.

Encouraging informality and creative thinking while maintaining professionalism in their customer service, InnoMax increases its staff



on a project-by-project basis. Being able to collaborate, exchange knowledge and expertise is central to InnoMax's internal culture, and every team member, from the office support to administration to the consultants, work together to provide ideal solutions. Unified in their vision, InnoMax is committed to providing the means to reduce waste for the good of the planet.

While Covid-19 initially seemed to present problems for InnoMax's business activity, people continued producing waste. Indeed, the increase of Health Care Waste (HCW) and Disposable tools from the Operating Theatre and single use plastics used for hygiene purposes has meant that

InnoMax has been presented with opportunities to provide even more solutions to deal with this influx, enabling their business to flourish. As the urgency surrounding the way we manage our waste only continues to increase, InnoMax are continuing to perform their vital work in providing solutions. Constantly looking for innovative and creative solutions, the path ahead for InnoMax is undoubtedly an important but exciting one.



InnoMax BV

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