



Food waste and Energy-from-Waste (EfW) expert Tidy Planet has appointed technical public relations specialist Scriba PR to help fuel its 2018 growth strategy.

Specialising in organic waste management solutions, the company has become internationally renowned for supplying innovative, waste-recycling products. This has seen the firm develop bespoke solutions for household names such as Gatwick Airport, DHL, BP and Liz Earle Beauty Co., to name just a few.

With 17 years' experience in the organic waste recycling and EfW sector and an expanding portfolio of international clients, Tidy Planet is now looking to further raise its industry profile through a strategic communications collaboration with the B2B agency.

Commenting on the reasons for appointing Scriba, Tidy Planet's director James Taylor said: "It was clear that Scriba PR would be the perfect fit for boosting Tidy Planet's visibility within the industry. The team's extensive experience with the waste management and recycling arena – including their established media contacts – will be key to achieving our growth objectives for the coming year."

With estimated UK food and drink waste standing at 10 million tonnes per year – 60% of which could reportedly be avoided – management of this surplus has long been a global public policy issue.

Tidy Planet's cutting-edge technologies are specifically designed to address this growing environmental concern, and its business objectives are in sync with the government's aim to achieve zero food waste entering landfill by 2030 – as outlined in Theresa May's 25-year Environment Plan in January.

Elaborating on the partnership, Scriba's founder Katie Mallinson added: "Tidy Planet's forward-thinking waste-to-resource approach is what really sets them apart from competitors. Failing to responsibly manage surplus materials is something many companies are guilty of, but Tidy Planet's innovative technology is enabling them to do incredible things with otherwise redundant resources.

"We're now looking forward to raising their profile within the industry by building up their media relations in the UK and overseas, as well as enhancing their presence online."

Since 2016, Tidy Planet has also been focusing its attention on tackling more niche wastes, which often prove increasingly challenging for businesses to dispose of effectively. This includes – but is not limited to – Grade C wood wastes, compostable tableware and poultry processing by-products.