

ENVIROO HONOURED WITH OFFICIAL PLATINUM JUBILEE PAGEANT BOOK CONTRIBUTION

Specialist PET (polyethylene terephthalate) recycler Enviroo, has been showcased in Her Majesty The Queen: The Official Platinum Jubilee Pageant Commemorative Album.

The Official Platinum Jubilee Pageant Commemorative Album – the only official book published for the Platinum Jubilee Pageant – was launched in the elegant art deco surrounds of Claridge's ballroom in central London on 5 June 2022. Produced by publisher St James's House and written by royal authors Robert Jobson and Katie Nicholl, with contributions by Tom Parker Bowles, this beautiful hardback publication features more than 200 photographs of Her Majesty from throughout her life and charts the trials and triumphs of The Queen's 70 years on the throne.

Providing a unique window into Her Majesty's decades of service and one of the most extraordinary lives of this or any other era, the book also features a select number of outstanding individuals and organisations from across the country, the Commonwealth and beyond, including Enviroo's CEO – Ahmed Detta.

Enviroo is a specialist plastics recycler able to completely recycle PET (Polyethylene terephthalate), the main material used for food and beverage packaging, such as plastic bottles. The company can recycle 100% of PET helping to divert it from landfill or ending up in oceans.

The organisation recognises that there must be consciousness and a reimagining of the recycling industry if there is to be a change in the way plastic is used and transformed. Enviroo has developed intelligent recycling initiatives that will ultimately bring consumers, governments and operators to work towards a common goal, harnessed with full transparency of the recycling process.

Richard Freed, Founder and CEO of St James's House, opened the event with a speech that paid tribute to The Queen and outlined St James's House's long history of producing official publications for royal celebrations.

The launch event was attended by more than 450 guests, who witnessed history in the making during a live screening of the jubilee celebrations. And as the event progressed into the evening, St James's House COO Craig Vye hosted Q&A sessions with Robert Jobson, Katie Nicholl and Tom Parker Bowles.

Enviroo CEO, Ahmed Detta attended the celebration and comments: "Being recognised in this landmark book is a huge honour for Enviroo as we strive to transform the PET plastics recycling industry through innovative recycling practices built on the ethos to create a transparent and sustainable circular economy. Including a company, such as Enviroo, which is working towards having a positive impact on the environment, is extremely encouraging for the future and validation of the important mission we are working to achieve."

Her Majesty The Queen: The Official Platinum Jubilee Pageant Commemorative Album is available to order at www.stjames.org/shop. To view the online version click [HERE](#). Enviroo is featured on page 635.

