



## **OBRC Opens State of the Art BottleDrop Redemption Center in NE Portland**

*The new location will be the most technology-driven and modern facility of its kind*

Portland, Ore. -- The Oregon Beverage Recycling Cooperative (OBRC), parent organization to BottleDrop, today announced the opening of its brand new BottleDrop Redemption Center located at 555 NE 122<sup>nd</sup> Ave (near the intersection of NE 122<sup>nd</sup> Ave and NE Glisan St). State Senator Kayse Jama and State Representative Andrea Valderrama celebrated the opening with a ribbon cutting ceremony. The new facility replaces the previous Glisan BottleDrop Redemption Center located in the Menlo Park Plaza shopping center and will feature advanced technology including a new bulk counting device that instantly counts OR 10-cent container returns in bulk, reducing lines and saving time for customers.

“It’s exciting to have the world’s most efficient container counting and processing technology available right here for Portlanders,” said State Representative Andrea Valderrama. “Time is our most precious commodity, and I’m thrilled that this facility will help save people time while they receive their container refunds.”

The Glisan BottleDrop Redemption Center is one of the busiest facilities of its type in the world, routinely counting, redeeming, and processing around 90 million containers each year.

The innovative bulk counting device, called the Stream Count AI and developed in house at OBRC, will dramatically decrease the time it takes for customers to have their containers counted and credited. Instead of redeeming containers one-at-a-time through reverse vending machines, customers will have the option to simply empty their containers onto a conveyor belt, which passes under an optical counting device that uses artificial intelligence and a neural network to instantly recognize and count containers as they pass by underneath. Customers then receive a voucher to cash-out immediately. The new Glisan BottleDrop Redemption Center is the only facility of its kind in the world to enhance customer access and convenience with this type of rapid counting technology.

Additionally, the facility includes a drop door for Green Bag and Blue Bag users, as well as reverse vending machines, and will use a similar innovative new technology, the Smart Count AI™ (also created at OBRC), in the back-of-house to rapidly count and credit Green and Blue Bags.

“Oregon’s Bottle Bill routinely achieves some of the best recycling outcomes in the nation,” said Eric Chambers, external relations director for OBRC. “This facility, with first of its kind technology developed in-house at OBRC, exemplifies our commitment to continuous improvement, efficiency, and customer convenience. We’re excited to help people gain back a few minutes of their day.”

The new Redemption Center, located at 555 NE 122nd Avenue in Portland, is now open to customers.

**For more information:** Visit [BottleDropcenters.com](http://BottleDropcenters.com) and [obrc.com](http://obrc.com)

### **About OBRC**

*The Oregon Beverage Recycling Cooperative (OBRC) is the industry steward of Oregon's nationally recognized beverage container redemption system and operator of the BottleDrop network. Headquartered in Clackamas, Ore., OBRC is a statewide, not-for-profit cooperative, formed by the beverage industry to serve as the operational steward of Oregon's Bottle Bill. OBRC helps keep Oregon beautiful by providing outstanding services to partners, distributors, retailers and the public for the recovery, reuse, and recycling of beverage containers. Through OBRC's BottleDrop Redemption Centers and container pickup service for more than 2,000 retail partners, the co-op recycles nearly two billion beverage containers annually, protecting the Oregon we love, supporting the causes we cherish, and inspiring innovation beyond our borders – all without any taxpayer funding. To learn more, visit [bottledropcenters.com](http://bottledropcenters.com) or [obrc.com](http://obrc.com)*