

Biobin scores Peat's the win at FIFA World Cup

BRYAN LITTLELY

PEAT'S Soil is pressing hard to get exposure on a global scale, with its subsidiary company Biobin last week kicking goals to land a contract with World soccer organisation FIFA to supply organic composting bins across all eight stadiums being used for this year's FIFA World Cup in Qatar.

Peat's Soils Managing Director Peter Wadewitz says the Fleurieu-strong company, with a head office in Willunga and production facility at Brinkley near Langhorne Creek, has enjoyed plenty of interest across Europe, in Malaysia and also Indonesia, with the Qatar soccer deal a bit of icing on the cake.

"This is the result of the steps we've been taking the past five or six years," Mr Wadewitz told the Fleurieu Sun last week after the big announcement was made.

"We got 20 Biobins over there six years ago so they could see how they work. That was the seeding of it and one of the councils have put the system into action.

"Having the Biobins there and a program in place meant we could show FIFA how it will work."

Mr Wadewitz said with the Women's World Cup to be played in Australia and New Zealand in a

few years, Peat's Soil and Biobins "are already at the door" to be a supplier at that event too.

"We're doing about 20,000 tonnes of recycling in Qatar at the moment and obviously the FIFA World Cup will bump that up... I think there's something like 2.5 million tickets sold to the events," he said.

"We are building the Biobins over there and during the World Cup there will be more than 300 people employed there to operate the bins.

"We've gone to Europe and we are talking with people also in Malaysia and Indonesia."

Thousands of tonnes of food and organic waste will be recycled and turned into compost to assist Qatar's horticultural and agricultural sectors.

Member for Mawson Leon Bignell said "it was a huge win for the world-leading Willunga company, which employs 110 South Australians".

Peat's Soil has been a global innovator for many years when it comes to composting and recycling, Mr Bignell said.

"This is a huge win for his Biobin technology and for South Australia, which has so often led the world in terms of recycling and lower carbon emissions," Mr Bignell added.



BIN WIN: Peter Wadewitz, managing director of Peat's Soils says hard work and a commitment to Qatar made more than six years ago is paying dividends. **PHOTO: BRYAN LITTLELY**