



Itero Technologies named No. 1 Top 100 Start-ups, Businesses, and Entrepreneurs 2022

FOR IMMEDIATE RELEASE

LONDON, 2 DECEMBER 2022 - Itero Technologies (Itero), a chemical recycling company who can recycle plastic waste streams otherwise destined for landfill or incineration, have been named in the top position of the TechRound 100.

The TechRound 100 celebrates innovative start-up and tech companies and received over 3000 applications this year. It is the annual flagship event for the UK TechRound, a news platform for the latest start-up and technology news in London and the UK.

“There is an urgent demand for solutions to plastic waste,” said Simon Hansford, CEO of Itero. *“Being named in the No.1 position shows that this issue is bigger than any one company and demonstrates the deeply felt desire for an end to plastic waste. Across industries, we see a significant technology gap to reduce, reuse, and recycle plastic; our technology comes in at the recycle phase to solve for plastics that would otherwise be destined for landfill or incineration and makes a linear lifecycle circular.”*

TechRound is the UK's independent voice for start-ups of all shapes and sizes. They work with start-ups and businesses of all natures to help them reach new audiences and grow their businesses.

Previous winners of TechRound 100 include [Greg Smyth and Jimmy Williams](#), who founded Urban Jungle Insurance, a fully digital insurance company, and [Jamie Crummie](#) who founded TooGoodtoGo, an app that helps restaurants to eliminate food waste.

The competition followed a round of judging from an expert panel: James Mercer (tayp), Stephanie Affleck (Little Fashion House), Alex Buttle (Motorway), Jeffrey Faustin (Jenson Funding Partners), and Sabrina Chevannes (Complex Creative).

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For Further Information

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About Itero

About Itero Itero Technologies recently raised €6m in funding, led by €5m from Infinity Recycling's Circular Plastics Fund (CPF). Itero is in the process of developing their 27k tonnes per annum plastic-to-product demonstration plant at the Brightlands Chemelot Campus in Sittard-Geleen, Netherlands. Itero's pilot plant in the UK continues to test a variety of mixed feedstocks and Itero has successfully confirmed the product quality and safety of their patented pyrolysis process.

<https://www.itero-tech.com/>

About TechRound

[TechRound](#) is one of the fast-growing news sites for startups and tech in the UK, currently with over 300,000 monthly readers.

Founded in 2016 and based in London, TechRound is where decision makers, investors and startups of all sizes come to find out the latest developments and trends within the industry.

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<https://www.chemicalrecyclingeurope.eu/>