

Solar Wifi Eco Bin, One of the Highlights from Mollerussa Fair 2021 in Spain.

The City of Mollerussa welcomes the German company, Solar Outdoor Media and its Solar Wifi Eco Bin at its Annual fair.



Germany, Berlin, Jun 9, 2021 ([Issuewire.com](https://www.issuewire.com)) - Solar Outdoor Media and Solar Wifi Eco Bin were present during the first weekend of **June** at the **148th San José Fair in Mollerussa city**, located in the **Lleida** region of **Catalonia** in **Spain**. During the course of this **special weekend**, a successful

and satisfactory assessment was given of the presence of the **Solar Wifi Eco Bin** on outdoor special areas of the fair, having support and important visits from personalities like the *mayor of the city of Mollerussa, Marc Solsona, along with President of the Generalitat of Catalonia, Pere Aragonés*, and other city mayors from all over **Spain**.

As part of its initial rollout project “**Mollerusa SmartLab**” backed by the **Generalitat of Catalonia**, the city of **Mollerussa-Spain**, signs an agreement with **Berlin-based** company, **Solar Outdoor Media** and becomes the **first city** in the region to deploy the **Smart Waste Solar Wi-Fi Eco Bin**, having a successful presence and feedbacks during Mollerussa’s fair.

Ms. Mariona Asensio and Mr. Victor Vila, acting as a representative of **Solar Outdoor Media**, highlighted the benefits of the **Solar Wifi Eco Bin**, which involves the **optimization of waste collection routes and the frequency**, which translates into a reduction of logistics costs and carbon emissions, this is possible for the use of smart sensors in each bin to allow its monitoring and help with city digitalization.

This experience of learning about **Smart Waste Management, Sustainable Advertising, and Circular Economy** during the fair, resulted in a new big share step for the **city of Mollerussa** into their vision to become a **smarter and greener city**.

About **Solar Outdoor Media &: A Berlin-based** international **award-winning** big data-driven **smart waste management** green technology company. In essence, use **IOT sensors, algorithms, and data analytics** to reduce waste pick and route optimization costs up to **30%**, on waste management and recycling and lower up to **60%** on carbon emissions, **powered by solar energy** and collect data on product consumption and wastage optimization. **The Solar-powered** interactive smart recycling Bins feature either static or **Digital Sustainable Advertising DOOH displays**, also a citizen app and all units provide free **Wi-Fi and USB** for mobile device charges to anyone in the vicinity that logs into the '**SWEB Network**'.

More information:

info@solaroutdoormedia.com

www.solarwifiecobin.com



Media Contact

Solar Outdoor Media GmbH

info@solaroutdoormedia.com

+4930887064288

Kurfurstendamm 21, 7 Floor , Berlin-Germany

Source : Solar Outdoor Media GmbH

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