

Remi Le Grand to Lead Max-AI® Sales in Europe

The promotion follows a one-year stint as a Max-AI® sales specialist, which preceded six years with Nihot Recycling Technology

AMSTERDAM –

July 16, 2019 – Bulk Handling Systems (BHS) has named Remi Le Grand to the position of Regional Sales Director for Max-AI®. In his new role, Le Grand is responsible for the Max-AI® sales team and business development in Europe. Max-AI technology is an Artificial Intelligence (AI) that identifies recyclables similar to the way a person does and directs sorting equipment, including robotic and optical sorters. Max-AI launched in 2017 to increase product quality, automation and intelligence in recycling facilities, and quickly gained acceptance throughout Europe and around the world. Prior to joining Max-AI in 2018 as Regional Sales Manager, Le Grand spent six years in sales with BHS-subsidiary Nihot Recycling Technology based in Amsterdam, Netherlands.



“Max-AI technology has had a great deal of success in Europe, particularly with customers that want to lower operating costs in existing facilities,” said Le Grand. “It’s been a pleasure to work with these breakthrough solutions that have already made such impactful results to our customers’ businesses, but have yet to scratch the surface of what’s possible. Max-AI technology will continue to influence our industry in meaningful and positive ways. I look forward to building our Max-AI team and delivering intelligent, effective and profitable solutions to our customers throughout Europe.”

“Remi has a proven track record of delivering successful solutions that encompass a broad range of recycling equipment,” said BHS VP of Sales and Marketing Rich Reardon. “His holistic experience in recycling systems and deep understanding of our AI and robotics offerings make him the perfect fit to take Max-AI to the next level in this region. Our Max-AI product line continues to expand in exciting ways that control more equipment and enhance total system

intelligence, and we think our customers in Europe are going to benefit immensely. We are ramping up and are fortunate to have Remi leading the charge,” Reardon concluded.

BHS recently launched the Max-AI AQC-C, a collaborative robot (CoBot) for quality control sorting that is designed to work virtually anywhere a manual sorter can. Unlike a person, the AQC-C is available every day to work multiple shifts with consistent performance.

Bulk Handling Systems (BHS)

Headquartered in Eugene, OR, BHS is a worldwide leader in the innovative design, engineering, manufacturing and installation of sorting systems and components for the solid waste, recycling, waste-to-energy, and construction and demolition industries. Wholly-owned subsidiaries include Nihot (Amsterdam), NRT (Nashville, TN) and Zero Waste Energy (Lafayette, CA). BHS is also the home of Max-AI™ technology, a breakthrough artificial intelligence that identifies materials, makes intelligent decisions and directs equipment such as robotic sorters. Clients around the globe choose BHS because of its experience, dedication to cutting-edge technology, quality construction and durability, and unmatched customer service. BHS has built some of the largest and most durable MRFs in the world – and they are achieving the highest throughput, recovery, and purity rates in the industry.