

## **Bridgestone brings sensor technology to smart trash bins to “Keep the country clean and green for better life”**

**Ho Chi Minh City, April 22<sup>nd</sup>, 2018** – To continue the annual tradition of celebrating Earth Day, today Bridgestone Tire Sales Vietnam LLC along with Urban Transport Management Department No.1 held “Smart Trash Bin Donation Ceremony” in the Independence Palace. In this event, Bridgestone Vietnam organized a cycling roadshow and officially donated 50 smart trash bins to Ho Chi Minh city. Specifically, 30 among these trash bins are applied with smart sensor technology activated through the abundant solar energy in order to signal people when garbage is full and create fun sounds when trash is received. This is a practical and meaningful activity of Bridgestone Vietnam in 2018 to continue the journey to “Keep the country clean and green for better life.”



*Bridgestone donated 50 smart trash bins, specifically 30 among them were sensor trash bins for Urban Transport Management Department No.1 on April 22<sup>nd</sup>, 2018.*

### **The “sensor” trash bin – Advanced Technology for Humanity**

Originating from a desire to support and motivate Vietnamese people to have a higher awareness about protecting the environment, throughout the years Bridgestone Vietnam has been putting continuous efforts into researching and developing useful items for life with the purpose of bringing new and exciting experiences to people whenever they join hands to save the environment.

#### **About Bridgestone Corporation:**

*Bridgestone Tire Sales Vietnam is a company belonging to Bridgestone Corporation Japan, the world’s biggest rubber and tire producing company. Products from Bridgestone have been purchased in more than 150 nations and regions all over the world.*

After a successful trial with “smart trash bins” in 2017 receiving positive feedbacks from communities, this year Bridgestone has made a real breakthrough with sensor technology for smart trash bins. The “sensor” trash bin has 120-liter space and consists of 2 layers of cases with the can inside made of composite plastics that is durable and easy to clean. On top of the trash bin is a solar energy transformation system. When sunlight goes through the solar panel on top, it will be converted to electricity, reserved in the battery and then transmitted to the sensor part inside the bin. The sensor system has 2 uses: when the bin is full, the alarm light will automatically glow and right after people throw trash into the bin, the bin will emit sound “Thank you”. Under normal conditions, it takes 5 hours to charge the battery fully. With strenuous efforts, Bridgestone Vietnam hopes to bring a “true smart trash bin” to Vietnamese citizens.



*Sensor trash bins use clean energy – solar energy to signal when they are full and emit the sound “Thank you” after being received garbage.*

In addition to 30 “sensor trash bins”, Bridgestone also donated 20 standard smart trash bins to Ho Chi Minh City.

### **A Tireless Attempt to “Keep the Country Clean and Green for a Better Life”**

Since the first days of coming to Vietnam, Bridgestone has realized the importance of joining hands to solve environment issues. From 2014 up to now, Bridgestone has co-operated with many parties, strategic partners and NGOs to carry out various activities in support of Earth Day and received enthusiastic participation of students from many universities in HCMC.

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Besides, Bridgestone Vietnam has also developed new and interesting activities for community to make the act of environment protection become more enjoyable and practical. Last year, citizens received smart trash bins that are equipped with a mobile phone charger system or take use of water from garbage to grow plants and bicycles that can filter water to clean up the surroundings and improve overall wellbeing for users. And in this 2018, Bridgestone came up with an invention called the “sensor” trash bin aiming to enhance 2-way interaction with people.

Throughout the past few years, the message “Keep the Country Clean and Green for Better Life” has been gradually spread out and become a reminder in thoughts and behaviors of people. This is a positive signal that motivates Bridgestone to believe in many much bigger changes for environment in the future.

*Lots of students from many universities in HCMC took part in a cycling roadshow for protecting*



*environment organized by Bridgestone to spread out key message:  
“Keep the country Clean and Green for Better Life”.*

Ms. Duong An Giang – General Manager of Bridgestone Vietnam shared: “Putting a high priority of protecting the environment, Bridgestone always keeps track with feedbacks and responses from society to propose many inventions that are useful, aesthetic and suitable for life. A smart trash bin that can speak “Thank you” and signal when it’s full is our achievement after a long time of research and development. The “sensor” trash bin helps motivate and create excitement for every time citizens throw garbage with the sole purpose of improving public awareness. With the support from the government and communities, Bridgestone Vietnam hopes that we can make many breakthroughs in the future to contribute to a modern and civilized Vietnam.”

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