BIXOLON and IMedia announce partnership to power GreenBottle reverse vending machines in Poland

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With system integration support from HANT, the collaboration delivers fast, reliable and scalable receipt printing aligned with Poland's new PET container recycling initiative

Düsseldorf, Germany, 19th November 2025 – BIXOLON Europe GmbH, a subsidiary of BIXOLON, the global manufacturer of advanced receipt, label, and mobile printers, has today announced its partnership with Polish IT and digital services company iMedia Sp. z o.o. and system integration partner HANT to support the rollout of GreenBottle reverse vending machines (RVMs) across Poland.

GreenBottle, developed by iMedia, is a new generation of smart kiosks that collects PET plastic bottles and cans in exchange for instant digital rewards. The machines are being installed nationwide as part of Poland's efforts to increase recycling rates and strengthen the circular economy, aligning with the government's new recycling initiative set to launch in October 2025.

The machines needed to operate 24/7 in public spaces, withstand exposure to weather, high user traffic, and potential vandalism, while keeping maintenance to a minimum. To meet these demands and ensure smooth integration with its proprietary software, iMedia worked closely with HANT to select BIXOLON's BK3-21 thermal kiosk receipt printer.

The compact, fast, and energy-efficient printer issues receipts including container details and discount codes in under two seconds, improving the user experience while reducing downtime, service interventions, and associated costs. HANT played a key role in fine-tuning the printers to meet operational and environmental requirements and conducted staging tests before deployment. This close collaboration allowed the system to scale rapidly, enabling a fast rollout of new machines across Poland without redesigning hardware or software.

Rafal Milko, IT Specialist at iMedia Sp. z o.o., said: "The new solution ensures reliable receipt printing and improved user experience for those interacting with the GreenBottle machines. In the context of the project's dynamic growth, the implementation of BIXOLON's printers enables easy scalability and rapid deployment of new devices without redesigning the entire system."

Paul Kim, Managing Director BIXOLON Europe GmbH, said: "We are delighted to be partnering with iMedia and HANT on the GreenBottle project, which is a fantastic example of technology being used to drive real change. Recycling is high on the agenda across Europe and Poland in particular, and initiatives like this make it easier for people to take part while helping cities meet their sustainability targets."

He added: "It's exciting to see our printers contributing to that journey, ensuring every transaction is simple, seamless and reliable for the user. Projects like GreenBottle show how the right technology can have a genuine impact on everyday behaviour, and we look forward to seeing these systems expand across Poland, helping to make recycling easier and more accessible for everyone."

About iMedia Sp. z o.o.

Headquartered in Bia?ystok, Poland, iMedia has more than 20 years' experience in the design and production of info-kiosks and digital signage solutions. Serving a wide range of industries, the company develops and manufactures all products in-house. Its GreenBottle brand demonstrates its commitment to smart city and sustainable technology.

About P.U.H. HANT

Maria Kurowska is a company with many years of experience in implementing AutoID and service projects. For years, it has supported individual and business clients, focusing on timeliness, reliability, and a personalized approach. The team of P.U.H. HANT specialists guarantees high-quality services, flexibility, and full commitment to every project—regardless of its scale. Thanks to modern facilities and professionalism, the company has earned a reputation as a reliable partner that provides effective and proven solutions. Choosing P.U.H. HANT means the certainty of project execution at the highest level.

About BIXOLON

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