

M&J Recycling introduces the P3000e and launches a new brand identity

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M&J Recycling introduces the M&J P3000e, a new pre-shredder developed for operations where performance must remain stable under demanding conditions, alongside an updated visual identity and product naming structure.

The introduction brings together a new, powerful machine with advanced technology, reinforcing M&J Recycling's position as a leading supplier of high-performance pre-shredder and fine-shredder solutions for the global recycling industry.

Engineered for demanding operations

The M&J P3000e builds on M&J's proven pre-shredder platform and is powered by the company's eDrive technology. It is developed for operations where throughput must remain stable under changing conditions and where energy control and long-term reliability are critical.

Designed to handle mixed and challenging waste streams, the P3000e delivers consistent performance under varying load conditions while reducing overall energy consumption.

"With the P3000e, we are combining proven mechanical strength and reliability with intelligent power control. The machine responds instantly to changing loads and keeps performance stable without wasting energy. That is what gives our customers both higher throughput and lower operating costs," says Jens Vestergaard Nielsen, CTO at M&J Recycling.

With features such as UltraBoost and ReCapture®, the P3000e continuously adapts power to the load while harvesting and reusing energy within the shredding process. This delivers efficient operation, steady throughput, reduced wear, and energy savings of up to 80% compared to conventional solutions.

The result is controlled, high-capacity shredding with reduced wear on components and lower operating costs over time, targeting one of the lowest total cost of ownership levels in the market through its design and operation.

The compact and service-friendly design allows for flexible integration into existing plants, while a wide range of configuration options ensures the machine can be tailored to specific operational requirements.

A clearer identity as M&J Recycling

Alongside the introduction of the P3000e, M&J Recycling has rolled out a new visual identity across its machines and communications. The updated colours and product names create a clearer and more consistent expression of the company's identity.

Since 1988, M&J Recycling has specialised in the development of industrial pre- and fine-shredders for demanding applications. That experience continues to shape how each machine is designed, built, and supported today.

The rebranding reflects who M&J Recycling is today: a company built on decades of shredding expertise, combined with a continuous focus on developing new technology to meet evolving customer needs.

“This is about clarity. We have a strong history and deep expertise in shredding technology. With this update, we are presenting that more clearly and consistently across everything we do,” says René Normann Christensen, CEO of M&J Recycling.

Updated product names, aligned with continued development

As part of the rebranding, product names are being updated to create a more consistent and recognisable portfolio.

The new structure reflects both the proven platforms the machines are built on and the ongoing development of technology and performance across the range.

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About M&J Recycling

M&J Recycling is a global supplier of industrial waste shredders for demanding applications. Since 1988, the company has developed and manufactured pre-shredders and fine-shredders designed for reliable performance, high throughput, and efficient operation across a wide range of waste streams. M&J Recycling is headquartered in Horsens, Denmark, and operates worldwide.