

CASE STUDY:

Novelplast



About Novelplast

Novelplast is a pioneering plastics recycling company based in Gibbstown, in the Gaeltacht area of Co. Meath, Ireland. As the first company in Europe to develop its unique recycling technology, Novelplast transforms post-consumer and post-industrial plastic materials – such as PET water bottles and textiles – into Revive, a high-quality, sustainable pelletised product. These pellets are then reintroduced into the production stream, supporting a more circular economy and reducing plastic waste.

Industry

Retail and Food

Location

Ireland



Overview

In the heart of Leinster, Novelplast is making a measurable impact on Ireland's sustainability goals by tackling the country's plastic-waste challenge head-on. Founded on principles of resource recovery and environmental stewardship, the company has developed advanced sorting and processing technologies that transform landfill plastic into reusable materials. Having already diverted 25,000 tonnes of plastic from landfill, Novelplast stands out as a leader in the circular economy – demonstrating how forward-thinking Irish businesses can turn waste into a valuable resource and drive meaningful environmental progress.

“Novelplast is making an invaluable contribution to the circular economy and, in turn, a huge impact on our environment through its incredibly important work. OSSM's implementation of NetSuite and ongoing support helps Novelplast create reliable digital processes across all functions of its business as it continues to innovate and expand.”

Sinéad Galligani, Chief Marketing Officer, OSSM



Newcastle + 44 (0) 191 406 7458
Dublin +353 (0)1 811 3811
ossmcloud.ie



The Challenge

With ambitious plans to scale operations and launch a €100 million spinout venture, Novelplast needed a robust, flexible system to support its continued growth. The company was looking for a solution that could increase operational efficiency, improve departmental collaboration, and accommodate the rising volume and variety of recyclable materials.

To meet these goals and advance its sustainability mission, Novelplast turned to OSSM to lead the implementation of a powerful ERP system.

“As the largest plastics recycler in Ireland, well-organised processes and efficient collaboration across the organisation is vital. With OSSM’s support, NetSuite helps us improve efficiency and enables us to remain focused on delivering value-added recycling services for our customers.”

Neil Skeffington, CEO, Novelplast

The Solution

OSSM deployed a NetSuite ERP solution tailored to Novelplast’s needs. The system provides a centralised platform to manage core operations and enables real-time visibility across departments—from production and supply chain to finance and customer service.

NetSuite helps Novelplast:

- Automate manual processes
- Manage inventory and stock
- Enhance purchasing and invoicing
- Generate barcodes and track materials throughout production
- Improve reporting and decision-making

To further enhance efficiency on the ground, OSSM developed a custom mobile app for plant employees. This app improves internal communication and increases operational transparency across all teams.

The Outcome



ENVIRONMENTAL IMPACT

With the support of NetSuite, Novelplast now prevents an average of 25,000 tonnes of plastic from ending up in landfill each year.



SCALABILITY

The ERP system equips Novelplast with the tools needed to scale operations efficiently and process a wider range of materials.



IMPROVED COLLABORATION

Cross-departmental communication and productivity have improved thanks to a unified digital platform and tailored mobile tools.



AUTOMATION & EFFICIENCY

Automating processes across departments has led to faster operations, reduced manual input, and more accurate data capture.



FUTURE-READY

Designed with growth in mind, NetSuite ensures that Novelplast can continue to innovate and remain a leader in sustainable plastics recycling.

