

Press release

Thursday, 27 August 2020

Take-back campaign with the “Fisher Price” toys brand

Recycling used toys the right way

Cologne. To mark the 90th anniversary of the Fisher Price brand, environmental services provider Interseroh is cooperating with toys manufacturer Mattel. From now until 19th September, under the “Fisher-Price” brand, Mattel is holding a temporary take-back campaign to recycle used toys on a sustainable basis. At selected “REWE Centres”, used toys can be handed in at containers provided especially for this purpose. Interseroh is doing the sorting and sending the donations off for recycling. Recycling used plastics helps to prevent emissions and conserves resources.

Where should used plastic toys be disposed of? This is a question that many parents ask themselves. Old toys shouldn't be disposed of in the residual waste, where they are incinerated, but sent for the right kind of recycling. During the campaign, a total of six REWE centres in various German cities will be equipped with coloured collection containers. The key focus of the donation campaign is on the regions of Cologne/Bonn, Munich, Kiel, Darmstadt and Hamburg.

The donated toys are sifted and sorted according to their materials by the certified disposal partner, Interseroh. Toys which are suitable for recycling go to the Dresden “Kunststoffschmiede”, a development laboratory with a workshop for recycling plastics. There, the collected toys are disassembled into their separate parts, and the various materials are processed as recyclate which is used to make new toys. Mattel is donating these to the Johanniter “Pusteblume” children's hospice in the Spreewald.

“Recycling raw materials in the closed loop is always the right way to take the burden off the climate and to conserve resources,” explains **Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH**. “In this way, we are also bringing a little joy into the lives of those less fortunate than ourselves.”

About Interseroh

Next to ALBA, Interseroh is one brand under the umbrella of the ALBA Group. The ALBA Group is one of the leading recycling and environmental services companies as well as raw material providers worldwide and operates within Germany, Europa and Asia. In 2019 its divisions generated an annual turnover of 2.0 billion Euros and employed a staff of approx. 8,800 employees. In 2018 alone ALBA Group saved 4.4 million tonnes of greenhouse gases compared to primary production and at the same time 31.9 million tonnes of primary raw materials through its recycling activities.



Further information on Interseroh can be found at www.interseroh.com.

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