

Press release

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Upgraded offering in the Interseroh online shop

Packaging licensing with added value: Lizenzero now providing industry-relevant partner offerings

- +++ Interseroh web shop supports online retailers with exclusive partner area
- +++ Packaging, logistics, software – partner companies reach more than 20,000 regular customers with their offerings
- +++ Obligations of the German Packaging Act fulfilled on a straightforward and secure basis

Cologne. The environmental services provider Interseroh is upgrading its online store Lizenzero to include an exclusive partner area, and thereby helping its customers to network with companies and services that are relevant to the industry. In this way, (online) retailers and manufacturers which license their packaging via the web shop not only fulfil their obligations according to the German Packaging Act, but will also benefit from special offers in the areas of packaging, software and logistics in the future. The selected partner companies are furthermore able to reach more than 20,000 regular customers with their offerings.

“We want to create a win-win environment for businesses and the environment,” explains **Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH**. “On the one hand, our web shop simplifies the licensing with a dual system. This gives smaller companies, in particular, added security, also in terms of the stricter requirements of the German Packaging Act. On the other hand, with our new partner area, we can offer targeted support to meaningful and sustainable cooperation in the areas of e-commerce, packaging, fulfilment and consulting. When the participant’s business runs smoothly, they can fulfil their product responsibility more easily – and the packaging recycling is strengthened.”

At the launch, the following partner companies are supporting the initiative from Interseroh: with its packaging made from renewable and recycled materials, **BB-Verpackungen** wants to make online shipping easier, albeit with a “good conscience”. With **Kartonplus**, another specialist for packaging materials in the field of e-commerce shipping is on board. Sustainable packaging solutions are also the focus at **Packiro**. With its know-how in the area of recyclable packaging, this company also sees itself as playing an advisory role in the Lizenzero network.

Logistics and fulfilment services are equally as relevant to online retailers as packaging is. With its international fulfilment network, **byrd** supports rapidly growing online retailers and direct-to-

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consumer (D2C) brands with their expansion, and together with Lizenzero, wants to establish sustainable solutions for the e-commerce industry. **Alaiko** offers cutting-edge fulfilment solutions, especially for rapidly-growing e-commerce brands. As a provider of e-commerce solutions, **Shopware** is also participating as a service partner. The online shop Lizenzero, for example, is based on the software from this provider. **Kaufland.de** is one of the fastest-growing online marketplaces in Germany. This marketplace provides (online) retailers with an optimum platform for the development and expansion of their multichannel sales. Last but not least, the **Händlerbund**, the biggest online retail association in Europe, is complementing the offer for Lizenzero customers, also by providing extensive support with legal matters, advice and further training.

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 2019 alone ALBA Group saved 4.2 million tonnes of greenhouse gases compared to primary production and at the same time 32.3 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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