

Press release

Thursday, February 4, 2020

Service for small to mid-sized companies

LIZENZERO.EU: Interseroh launches information platform on Europe-wide packaging licensing

Cologne. In future, dealers and manufacturers will be able to access the information platform of LIZENZERO.EU for their packaging that they want to send into other European countries and to which different country-specific licensing specifications apply. The new service offers all the key facts as well as action guidelines on Europe-wide packaging licensing and is available immediately online with the first target countries. INTERSEROH Dienstleistungs GmbH is thus further expanding its online packaging licensing service, which is aimed particularly at smaller and medium-sized companies.

“Depending on the target country, those who want to send their products into other European countries are confronted with a wide variety of regulations on packaging licensing,” says **Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH**. Packaging must be registered individually for each country, as there is no central registration body. Additionally, the legal specifications differ from country to country and in most cases the law texts are available only in the respective national language.

Smaller and medium-sized dealers and producers often do not have the personnel options for dealing with the in part complex regulations. Moreover, services that process the licensing for the companies using a proxy model mostly make sense only as of large volumes. With LIZENZERO.EU, Interseroh is closing this gap: by means of the online platform, small to medium-sized dealers and producers can find out whether there is a licensing obligation in the respective target country, which costs are likely to be connected with it and how they can perform the licensing themselves in the respective country. In this way, small and medium-sized companies can position themselves in their export countries on a legal basis and circumnavigate possible sanctions due to unintended violations. The first target countries are already available on LIZENZERO.EU, with the service to be expanded successively over the next few weeks.

Interested parties will find on the information platform, for example, the so-called “individual country service” or the “TOP 5 package” with the five most important target countries. Should

ALBA Group



the self-performed licensing be too intricate after all, LIZENZERO.EU additionally offers the expanded “premium package”, involving a full-scale service using a proxy model. For this purpose, close cooperation is taking place with the Interseroh unit “Umwelt Compliance Europa” (UCE), which bundles all Europe-wide packaging licensing services.

More information at: www.lizenzero.eu/

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.

Free use of the attached picture is authorised, provided the source "ALBA Group" is acknowledged.

Media Contact:

Susanne Jagenburg
Head of Media Relations
Phone: +49 30 35182 5080 or +49 170 7977003
Susanne.Jagenburg@albagroup.de

ALBAGroup