

# Press release

Wednesday, 17 January 2018

## GreenTec Awards 2018

## kilenda project chosen among Top 3 finalists of “Lifestyle” category / Award ceremony on 13 May 2018

Cologne. Online hire service kilenda is among the Top 3 finalists in the GreenTec Awards 2018 in the “Lifestyle” category. This is the result of a selection process in which the panel – consisting of prominent personalities – chose two projects from the top 10 nominees of all categories, while the third finalist was determined by the public online vote that took place in parallel. With its “sharing economy” approach, hiring out maternity wear, children’s clothing, baby carriers and all the basic equipment for children up to three years old, kilenda now has its sights on one of the sought-after awards. The official award ceremony takes place on 13 May 2018 as part of the world’s leading trade fair for environmental technologies, IFAT, in Munich.

“We are very pleased that our commitment is being recognised. It is important to highlight to society an alternative to excessive consumption and its throwaway mentality. Doing good does not mean having to do without luxury,” says **Hendrik Scheuschner, founder of kilenda and managing director of Relenda GmbH**, a subsidiary of environmental service provider Interseroh. “Therefore, we would also like to take this opportunity to thank all our customers who have placed their trust in us in the last few years.”

The kilenda system is really simple: there is a large range of good-quality, durable children’s clothing in different sizes, maternity wear, baby carriers and all the basic equipment for children up to the age of three available to hire at [www.kilenda.de](http://www.kilenda.de). Once used, customers return the hired items or replace them with other or larger items. Thus the use of individual items is extended for as long as possible.

Consequently, less new items of clothing have to be produced, which measurably reduces the ecological footprint. kilenda already saved roughly 327 million litres of water and 169 tonnes of CO<sub>2</sub> last year by hiring out children’s clothing. The model is convincing more and more people: kilenda had just 100 customers in 2015, today it’s 3,500. kilenda is a trademark that belongs to the Interseroh subsidiary Relenda GmbH.



### **About Interseroh**

Next to ALBA, Interseroh is one brand under the umbrella of the ALBA Group. The ALBA Group operates with a total of about 7,500 employees within Germany, Europe and Asia. With an annual turnover of approx. 1.8 billion Euros (2016) ALBA Group is one of the leading recycling and environmental services companies as well as raw material providers worldwide. In 2016 alone ALBA Group saved almost 4.3 million tonnes of greenhouse gases compared to primary production and at the same time about 36.2 million tonnes of primary raw materials through its recycling activities.

Further information on Interseroh can be found at [www.interseroh.com](http://www.interseroh.com). All press releases of the ALBA Group may be subscribed to via RSS feed at [www.albagroup.de/presse](http://www.albagroup.de/presse).

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