

Press release

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Germany's most sustainable company

kilenda nominated for the German Sustainability Award 2018

Cologne. Sharing economy provider kilenda is counted among those nominated for this year's German Sustainability Award in the KMU category (small and medium-sized companies). With its business model – the hiring of children's clothing and all the basic equipment for children up to the age of three, apart from maternity wear and baby carriers – kilenda now has the opportunity to convince the specialist jury, chaired by Prof Dr Günther Bachmann, General Secretary of the German Council for Sustainable Development, and to be distinguished as "Germany's most sustainable company".

"The nomination for the German Sustainability Award makes us very proud, as it shows that our idea is being well-received," says **Hendrik Scheuschner, founder of kilenda and Managing Director of Relenda GmbH**, a subsidiary company of environmental services provider Interseroh. "Of course, we would be particularly thrilled with the distinction of being Germany's most sustainable company! We want to encourage even more people to shape their consumption in a more conscious and environmentally-friendly way."

The German Sustainability Award acknowledges those companies which, through their products and services, are particularly successful in facing ecological and social challenges and which, in doing so, use sustainability as a business opportunity. In autumn, the jury will select the Top 3, as well as the winner. The award will be presented on 7th December 2018 in Düsseldorf.

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. 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. To this day, kilenda has saved roughly 370 million litres of water and 184 thousand tonnes of CO₂ by hiring out children's clothing. The model is convincing more and



more people: kilenda initially had 100 customers in 2015, today it's already 4,000. 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 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 2017 its divisions generated an annual turnover of approx. 1.8 billion Euros and employed a staff of about 7,500 employees. 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. All press releases of the ALBA Group may be subscribed to via RSS feed at www.albagroup.de/presse.

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