

# Press release

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## 12th German Sustainability Award

## Interseroh nominated in two categories for the German Sustainability Award

Cologne. This year, environmental services provider Interseroh is nominated in not one but two categories for the German Sustainability Award: in the “Large companies” category as well as with the online shop Lizenzero in the special category “Digitalisation”. The company impressed with its innovative concepts for a circular industry, its versatile approaches for preventing and recycling plastics as well as its digital solution for licensing packaging, allowing it to qualify for the next round of the competition. The special award for the use of digitalisation in the interests of sustainability is being granted for the first time this year. A panel of experts from business, research, politics and civil society will now decide which applicants will receive the renowned award in Düsseldorf in November 2019.

“We are very proud to be nominated twice for our innovative ideas on sustainability in Europe’s biggest competition of its kind,” says **Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH**. “We thus strengthen our role as one of the leading companies in the circular economy field. We also see the nomination as an encouragement to remain true to our approach and to continue to develop sustainable solutions related to the circular economy and the protection of resources.”

The measures that demonstrate the bandwidth of solution models of Interseroh for sustainable handling of assets and resources, especially plastics, include, for example, thought-provoking impulses in the manufacturing and design process of products and packaging for better recycling capability or recycling and processing plastics into high-quality regranulate. The application also focused on the successes that the Cologne-based company has already recorded: in 2017, 5.84 million tonnes of primary resources and 834,000 tonnes of greenhouse gas emissions were saved thanks to the activities of Interseroh.

Interseroh achieved the second nomination in the special category “Digitalisation” with its new online shop Lizenzero. Via Lizenzero, dealers and companies can register their packaging quickly and easily and thus fulfil their obligations according to the new German Packaging Act, which has been in force since January 2019. Lizenzero bears the Trusted Shops quality seal and is aimed especially at smaller dealers and companies that so far have little experience with packaging licensing in a dual system. At the same time, their awareness is raised of the

quantity of packaging produced by them and they are thus urged to reduce consumption in the interests of sustainability.

**About the German Sustainability Award:**

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 panel will select the top 3, as well as the winner. You can find more information at <https://www.nachhaltigkeitspreis.de/en/>.

**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 2018 its divisions generated an annual turnover of 2.1 billion Euros and employed a staff of more than 8,000 employees. In 2017 alone ALBA Group saved almost 4.1 million tonnes of greenhouse gases compared to primary production and at the same time about 30.2 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).

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