

Press release

Thursday, 23 September 2021

A plus in terms of sustainability.

Interseroh+ becomes the new environmental partner and main sponsor of the German basketball champions ALBA BERLIN

Cologne. With today's season opening game in Berlin, a new logo adorns the Albatrosses' jersey and the free throw circle for the 2021-22 season: Interseroh+ is the new environmental partner of defending champions ALBA BERLIN with immediate effect. Interseroh+ GmbH is therefore the official third main sponsor of the Albatrosses alongside title sponsors ALBA and jersey sponsors Bett1.

"Sustainability has long since been more than just a catchphrase. We take responsibility for closing recycling and raw material loops every day," explains **Markus Müller-Drexel, Managing Director of Interseroh+**. "In recent years, consumers' expectations of products and packaging have increased significantly. Sustainability and environmental protection are also key issues in other areas however, such as taking social responsibility for the educational and development opportunities for children and young people. We are therefore very happy to be partnering with ALBA BERLIN in the coming season and to share our know-how."

"ALBA BERLIN isn't just a successful sports club, it is also dedicated at the social level. We want to live up to our social responsibility by becoming climate-neutral as quickly as possible in terms of all of our activities and events," says **Marco Baldi, Managing Director of ALBA BERLIN**. "Through our partnership with Interseroh+, we can draw on extensive expertise on how to combine environmental awareness with professionalism. We are looking forward to this collaboration."

The offer from Interseroh+ GmbH is aimed at all companies that not only want to fulfil their legal obligations concerning packaging licensing, but also want to take responsibility for closing recycling and raw material loops. If they wish, they can also become involved as a silent partner. For further information, please visit www.interseroh.plus or watch the video <https://youtu.be/dBdmSzzuEp4>

ALBAGroup

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About Interseroh+:

In addition to Interseroh and ALBA, Interseroh+ is one of the trademark brands in the ALBA Group. From the coming year, the newly-founded company Interseroh+ GmbH is to be launched as a new dual system and with a new concept.

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 2020 its divisions generated an annual turnover of 1.9 billion Euros and employed a staff of approx. 8,700 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.plus.

Free use of the attached picture is authorised, provided the source "Interseroh+" is acknowledged.

Caption:

Left to right: Luke Sikma (Captain and PF ALBA BERLIN), Markus Müller-Drexel (CEO Interseroh+ GmbH) and Israel González (Headcoach ALBA BERLIN), Jaleen Smith (SG/PG ALBA BERLIN)

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