

Press release

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Entry into e-commerce

Interseroh supplements “knowledge portal Quickstart Online” with know-how on packaging licensing

Cologne. With immediate effect Interseroh is available to retailers as a specialist expert for the German Packaging Act through the “Quickstart Online” knowledge portal, and provides free training videos on packaging licensing at quickstart-online.de. In illustrative case studies, the environmental services provider explains how companies that are set to ship increasing amounts of products in the future and are therefore subject to the requirements of the German Packaging Act with their mail-order packaging are able to position themselves on a legally secure basis.

Since last autumn, retailers seeking to launch their business digitally have been able to obtain training offers and information on getting started in e-commerce via “Quickstart Online”. The goal of the initiative from HDE, Germany’s biggest retail association, the “Retailers Helping Retailers” network and Amazon is to provide free support to small and medium-sized enterprises in their digitalisation efforts, thereby helping them to become more future-proof.

“Since the outbreak of the pandemic at the latest, many companies have realised that going digital has become more vital than ever before,” explains **Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH**. “To keep the hurdles in the area of packaging licensing as low as possible and to avoid high penalties for any unintentional infringement of the German Packaging Act, our goal is to prepare and support these retailers in the best possible way through our training offer at 'Quickstart Online'.”

The training videos from Interseroh make specific reference to the respective obligation scenario from the perspective of a manufacturer, reseller and importer: according to the German Packaging Act, who is responsible for licensing the packaging that enters into circulation and for its recycling? And how do things look in a Europe-wide context? After completing the training, the users have a good overview of the measures that are necessary for complying with the law and are able to implement them in just a few steps.

Interseroh launched the Lizenzero online shop in 2018 to support small and medium-sized companies which put packaging that is subject to licensing into circulation, and have therefore been affected by the German Packaging Act since 2019. This enables the fast, intuitive and completely



digital processing of the packaging licensing and supports users with a comprehensive range of support services.

About Interseroh

Interseroh, an ALBA Group company, is one of the leading environmental services providers for the closure of product, material and logistics loops. From next year onwards, Interseroh will be launching a new dual system and a new concept. The offer from the newly-founded company Interseroh+ GmbH is oriented to all companies which not only want to fulfil their legal obligation for packaging licensing but also want to take responsibility for closing recycling and raw material loops. And if they so wish, they can become a silent partner in the start-up.

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.com.

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