

Media information

Wednesday, 7. September 2022

Interzero at the eBay Open in Berlin

New rules for packaging and E-devices: Interzero shows online retailers efficient solutions at eBay Open

- At the network meeting of eBay dealers on 7 and 8 September in Berlin, circular service provider offers assistance in dealing with the rules of the VerPackG and ElektroG
- Optimal support for packaging licensing through platform Lizenzero
- Outlook on Waste of Electrical and Electronic Equipment Portal for 2023

Berlin/Cologne. The cooperation between operators of online platforms and circular service providers is still quite unusual today. However, eBay and Interzero entered a comprehensive partnership back in spring. At the eBay Open, the network meeting of the professional dealers of the sales platform, this partnership can be experienced for the first time on September 7 and 8 in Berlin.

The operators of digital platforms, and eBay in particular, have set themselves ambitious sustainability goals. At the same time, a further regulatory step to strengthen the recycling systems was implemented in July of this year: According to the Packaging Act, online retailers must now also participate in the take-back system for packaging and the operators of digital marketplaces must now also take advantage of a new requirement to control this.

"Interzero supports eBay and its dealers with the online shop for packaging licensing, Lizenzero, and accompanies the changeover. For us, the goal is to keep complexity low despite more regulations and higher costs and to improve processes through our digital solution and the associated transparency," says Claudia Wegener, Head of Lizenzero at Interzero.

Decisive for the partnership are the many years of experience and operational possibilities of Interzero. The return of transport packaging and the dual Interseroh+ system are part of the solution portfolio, as is the optimization of packaging for recyclability.

"Even in this short time, the cooperation in this unusual constellation between online retail and circular service providers has benefited us greatly. Thanks to Interzero, the changeover worked

smoothly after the extension of the licensing obligation for packaging to online retail in July. Now we are looking forward to the meeting and the joint discussions with our dealers at the eBay Open in Berlin," says Marius Haufe, Senior Project Manager Managed Marketplace Services at eBay Germany.

Packaging is only the beginning when it comes to Extended Producer Responsibility (EPR) in online retail: From 2023, retailers will also be obliged to inspect waste electrical and electronic equipment. Here, eBay and Interzero are already working on a solution for retailers via a so-called Waste of Electrical and Electronic Equipment (WEEE) portal, which the recycling service provider provides. This topic will also be presented to online retailers at the eBay Open by the Interzero team led by Venture Development Lead Patrick Cantos-Bravo.

As a contact point, there will be a booth and Interzero will participate in the panel discussion "EU regulations: Something is coming our way!" as well as two workshop sessions.

About Interzero:

Interzero is one of the leading environmental service providers in the field of closing product, material and logistics cycles and innovation leader in plastics recycling with the largest sorting capacity in Europe. Under the guiding principle of "zero waste solutions", the company advises over 20.000 customers throughout Europe on the responsible handling of recyclable materials, thus helping them to improve their own sustainability performance and conserve primary resources. With about 2,000 employees, the company achieves a turnover of over one billion euros (2021). In 2020 alone Interzero saved 1.4 million tonnes of greenhouse gases compared to primary production and at the same time 12.3 million tonnes of primary raw materials through its recycling activities (Determined by a Fraunhofer UMSICHT study for the entire ALBA Group for the year 2020). Further information can be found at www.interzero.com.

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

Media Contact:

Mathias Kreuzmann
Spokesperson
Corporate Communications Interzero
Tel.: +49 151 72476504
mathias.kreuzmann@interzero.de