

# Media information

Tuesday, 12th September 2023

## Jersey sponsoring 2023/24

# Sustainability right up front: Interzero is the new jersey sponsor of ALBA BERLIN

+++ Europe's leader for circular economy Interzero expands its brand presence through jersey sponsorship  
+++ Prominent placement underlines the importance of sustainability at Berlin's top club  
+++ Dr Axel Schweitzer continues longstanding commitment to the Albatrosses with Interzero

**Berlin/Cologne.** With the start of the 2023/24 season, Europe's leader for circular economy Interzero is strengthening its commitment to the ALBA BERLIN basketball team and will be present as the new jersey sponsor on the front of the jersey in the easyCredit BBL as well as in the Turkish Airlines EuroLeague. In this way, Interzero underlines its commitment to further expand the support of ALBA BERLIN on their way to becoming one of the most sustainable basketball clubs in Europe.

"After my father successfully established the partnership with ALBA BERLIN in 1991, it is an honour for me to continue it today as President and Owner," explains **Dr Axel Schweitzer, Chairman and Owner of Interzero**. "For over 33 years we have been very closely associated with the basketball team, and I am delighted to continue this long-standing commitment with Interzero as jersey sponsor from this season onwards. I am particularly proud of the unique team philosophy and remarkable youth development we have been able to establish. Interzero as main sponsor and environmental partner is part of this team philosophy, as we share common values and the pursuit of sustainability and success. We wish the entire ALBA BERLIN basketball team a very successful season and are celebrating the world championship title of the German national team, which made history on Sunday. I am especially proud of the players with ALBA BERLIN background: Johannes Thiemann, Franz and Moritz Wagner, Niels Giffey and Maodo Lô. You are amazing, guys!"

**Himar Ojeda, Sports Director of ALBA BERLIN** confirms: "A team is more than the sum of its parts, this is how we awaken the special ALBA BERLIN team spirit. I am pleased that we have a strong partner at our side with Dr Axel Schweitzer and Interzero. This loyalty to the club enables us to plan for the long term and to be able to celebrate success through sustainable action. The many players with an ALBA BERLIN past in the now so successful German national team show that we are on the right track with our philosophy and what influence ALBA BERLIN has on basketball worldwide. Five out of twelve national players alone are linked to ALBA BERLIN. The fact that we can also continuously develop our actions for environmental protection with the support of Interzero is a major benefit in this regard."

Interzero is not only a strong partner for ALBA BERLIN. The company is also a real team player when it comes to protecting natural resources. As part of the [#MoveTheDate campaign](#), Interzero is working together with employees, customers and partners to move the Earth Overshoot Day further back. Through digital circular solutions and innovative plastic recycling, this can already be achieved by 7:16 minutes, according to a [recent calculation by the Global Footprint Network](#).



*Download: [video file](#), Source: Interzero*

**About Interzero:**

Interzero is one of the leading service providers in the field of closing product, material, and logistics loops as well as an innovation leader in plastics recycling with the largest sorting capacity in Europe. Under the guiding principle of “zero waste solutions”, the company supports over 50,000 customers throughout Europe on the responsible handling of recyclable materials, thus helping them to improve their own sustainability balance and conserve primary resources. With about 2,000 employees, the company achieves a turnover of over one billion euros (2021). According to Fraunhofer UMSICHT, Interzero’s recycling activities will save one million tonnes of greenhouse gases compared to primary production and more than 12.5 million tonnes of primary raw materials in 2021 alone. Further information can be found at [www.interzero.com](http://www.interzero.com) and also on our social media channels:



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Free use of the attached photo with Schweitzer/Himar is authorised, provided the source “Interzero” is acknowledged.

Free use of the attached photo with players is authorised, provided the source “ALBA BERLIN” is acknowledged.

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