

# CIRCLE

The employee magazine  
Issue 01 / June 2022

**We are Interzero**  
Our new company

**interzero**<sup>®</sup>  
zero waste solutions



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By and for people from **Interzero**



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# Our new brand **Interzero**

A world without waste – Interzero – we’re achieving our vision together.

**Dear Colleagues,**

This is a bold target and a strong vision that we use every day to drive our customers forward – and that drives us every day: a world without waste. Now that we have left the ALBA Group, we are focusing on a consistent, comprehensive circular economy and taking it to a new level with the help of digitalisation. To make this clear to all our customers, partners and the public, and also internally, we have now given our group of companies a new name. At Interzero, we develop digital concepts and operate customised recycling solutions for all materials in order to avoid waste altogether and/or to use it to manufacture new products. We are a leader in innovation in plastics recycling, and combine all recycling processes and technologies – from intelligent collection systems and high-tech sorting to producing climate-friendly recyclates and product applications. Our current five sorting plants mean that we are the market leader in Germany. This is how we support our customers in achieving their sustainability goals. In the coming weeks and months, we will show our new corporate brand more and more clearly in our work and also make it known internationally.



This cannot all be done overnight. But the important thing is that we all stand together for the new brand of our group. How we are now aligning Interzero and what you can concretely contribute to this, is written here in our new staff magazine Circle.

**We are internationally active with our Zero Waste Solutions – and call this, in short: Interzero.**

If you have any questions or suggestions, please feel free to contact us - just write to: [circle@interzero.de](mailto:circle@interzero.de).

Welcome to Interzero and here's to continued excellent cooperation.

Very kind regards

**Dr. Axel Schweitzer**  
Chairman





**interzero**<sup>®</sup>  
zero waste solutions

Sorting

Product cycle

Innovations

Processing

**Plastics  
Recycling**



**Circular  
Solutions**

Take-back systems

Digital platforms

Recyclates

Material recycling

Partner networks

# Interzero Our pillars

Interzero's business model is based on three key pillars: sustainable circular solutions and innovative plastics recycling. The connecting element is our dual system Interseroh+.

## Interzero Circular Solutions

**Sustainable circular systems:** Our support enables our customers to secure access to important raw materials and thus meet their customers' requirements. They also benefit as pioneers of circular business, because: Sustainable development and economic success depend on one another.



*"Circular economy now: We design it and create it. Together with you, our team, and our customers."*

**Sebastiaan Krol**  
CEO, Interzero Circular Solutions

**Our project:**  
Up to  
**60.000**  
reusable cups  
from Burger King  
are currently in  
circulation



*„In our digitally oriented team and with the many, fast-paced projects, the work feels like being in a start up.“*



**Jan Peters**  
Head of Digital Platform Business

## Interseroh+

**The connecting element between** the two other pillars is our dual system Interseroh+. We are going far beyond licensing packaging, and are developing the circular economy further with our partners.



*"We're noticing a great sense of optimism across all industries. We're using this momentum to drive progress and strategic partnerships forward."*

**Markus Müller-Drexel**  
CEO, Interseroh+



*„Often licensing clients are happy that our process is so simple. But they then quickly request possible optimizations.“*



**Claudia Wegener**  
Head of Lizenzero

## Interzero Plastics Recycling

**We are technology leader** in the sorting of lightweight packaging. Our high-quality recycling granulates procyclen® as well as recythen® and EPS granulate are used to create new packaging and products such as furniture or bicycle bags.



*"There's no way around plastic. To keep it in circulation, we develop individual, future-oriented solutions with our customers and partners."*

**Stephan Schwarz**  
CEO, Interzero Plastics Recycling



*"The requirements are constantly increasing, but thanks to our team and know-how, we're up to the task."*



**Björn Schwich**  
Head of Operations ALBA Recycling GmbH



# Interzero Success unites us

With Interzero, our customers decide in favour of an **innovative, sustainable and individual recycling and closed loop management** – digitally and from a single source.

The return of important recyclable materials and the use of recycled raw materials provide customers with **significant ecological and economic advantages**. In addition to meeting increasingly stringent government regulations on resource conservation, they also offer them clear added value in both industry oriented and end-user oriented markets and secure access to important raw materials.

## Encory at Interzero Circular Solutions

- Used vehicle parts at new parts level
- Closed-loop concept for material recycling
- Collection/disposal of defective components
- High-quality used parts from the BMW Group
- Handling of warranty and returns processes

*„A jointly developed concept became a joint venture - the international implementation together with our partner BMW started in September 2016.“*

**Hanno Großschmidt**  
Managing Director, Encory GmbH



**ENCORY**  
a joint venture of BMW Group and ALBA Group

## Pick-a-pea Bio Food at Interseroh+

- Supports small and online retailers to help them properly and easily register their packaging quantities in the Dual System
- Provides an online calculator for estimating any expenses, and also know-how regarding packaging licensing and recycling – all over Europe

*“We have to recycle our packaging properly by paying the appropriate licence fee. Interseroh’s online shop offers the corresponding help.“*

**Anja Rausch**  
Business Development Manager  
pick-a-pea Bio Food



**pick-a-pea**  
BIO FOOD

## VAUDE at Interzero Plastics Recycling

- The first VAUDE bike bag series made from fully recycled main materials
- Includes a back plate made of recycled plastic packaging from our procyclen®

*“The fabric of our bike bags has been made from recycled material for a long time now – the big innovation is that we can now also produce a suspension system from recycled materials.“*

**Kai Vogt**  
Department Manager Innovation,  
VAUDE

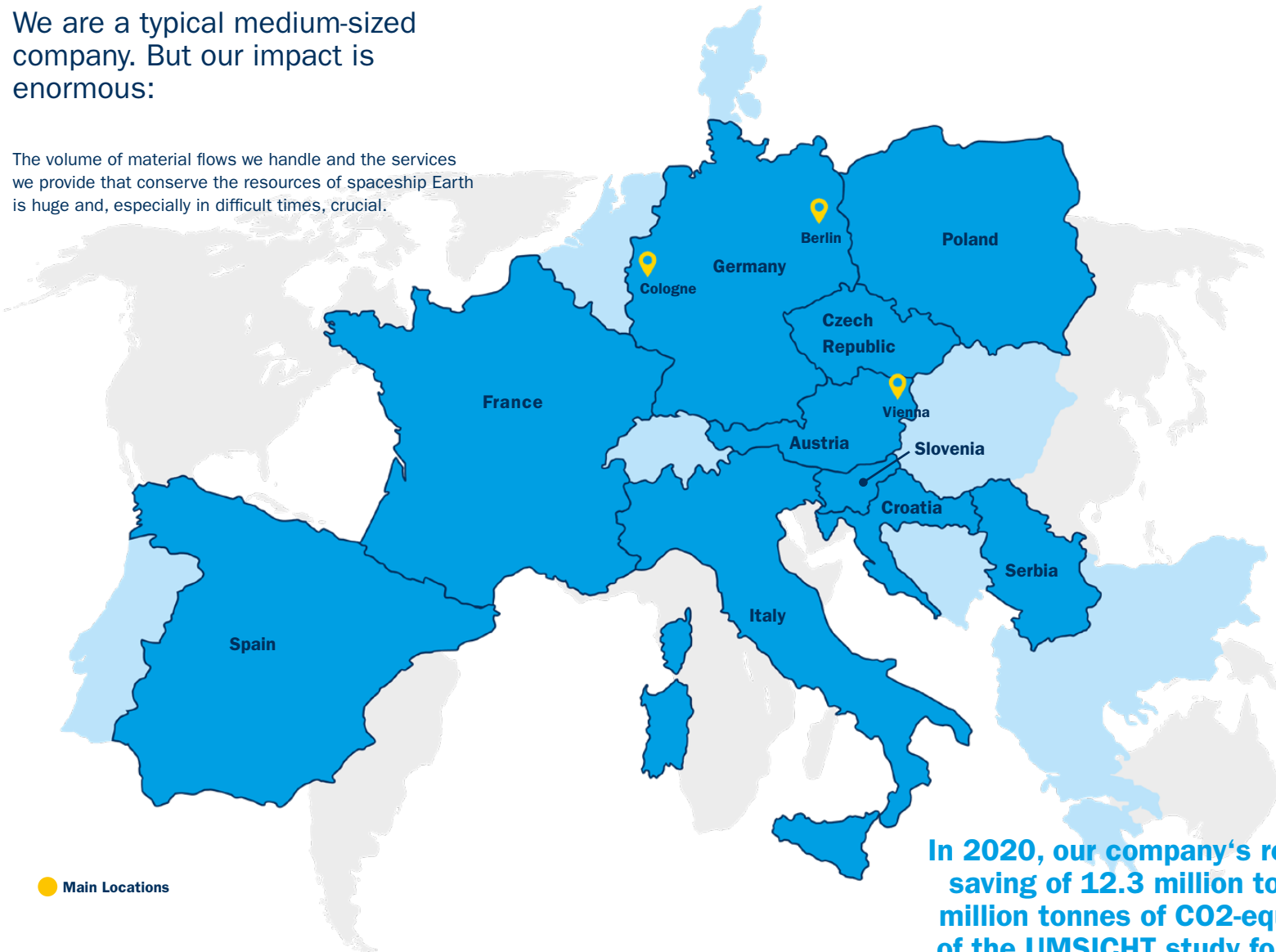


**VAUDE**  
The Spirit of Mountain Sports

# What we do and what we achieve

We are a typical medium-sized company. But our impact is enormous:

The volume of material flows we handle and the services we provide that conserve the resources of spaceship Earth is huge and, especially in difficult times, crucial.



**31 years**

of know-how in the international recycling industry

**2,000**

our staff work in 10 countries at approx. 40 locations in Europe

**20,000**

national and international customers already report their packaging quantities online

**4.5 billion**

fully automated counting of disposable bottles and cans since 2006

**5.8 billion**

circulation of reusable plastic crates per month, with an upward trend

**100%**

equivalent: The multi-award-winning recycled plastic procyclen® can replace virgin material

**810,000 t**

Europe's largest sorting capacity for lightweight packaging in five internationally leading high-tech sorting facilities

**2 million**

disposal processes per year organised by Interzero

**In 2020, our company's recycling activities contributed to a saving of 12.3 million tonnes of primary resources and 1.4 million tonnes of CO<sub>2</sub>-equivalents (determined on the basis of the UMSICHT study for the entire ALBA Group for 2020).**

# We are an international network

Interzero offers sustainable, integrated environmental services at many locations in Europe: as an international recycling and sorting service provider and raw material supplier.



Our team in Poland



**We draw on Interzero's cross-national know-how and combine it with local requirements.**

In doing so, we set ourselves apart from. We differentiate ourselves from our competitors by combining services that result from legislation - such as the licensing of packaging - with non-regulatory services such as store and central warehouse disposal – combining store, branch and central warehouse waste disposal. Thanks to the new brand, we now have the chance to refine and enhance our profile.

**Anna Grom**  
Head of Zero Waste Solutions International, Poland



**From Austria our team offers transnational**

services such as the collection, sorting and recycling of plastics - this is an international topic of the future. For many countries, recycling is a real challenge. Through strategic partnerships, we support companies and consumers with the required changes. For example, we are currently establishing deposit systems in Poland and here in Austria. The new brand will strengthen our identity internally and externally and stand for the change towards new digitally supported solutions.



**Martin Ulke**  
Head of Zero Waste Solutions International, Austria

**Orwak-Pressen –**  
Prozessoptimierung durch Verdichtung Ihrer Wertstoffe  
**#ressourcenoptimierer**

<https://orwak-pressen.interzero.at>  
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Telefon: +43 1 714 2005-5800

**ORWAK**  
Schulung verbindet die Welt



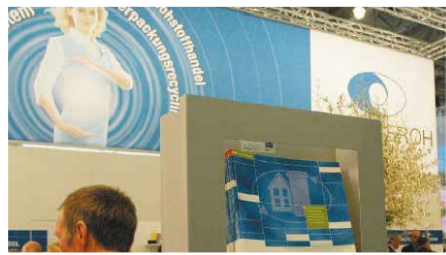
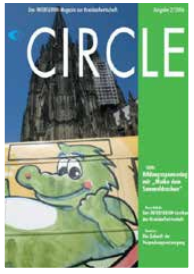
# Future needs Origin

Interzero's 30-year history originates from two companies:

**ALBA (founded by Franz Josef Schweitzer in Berlin in 1968) and Interseroh (founded in Cologne in 1991).** After ALBA took over in 2008 – when the ALBA Group was formed – the name Interseroh was retained. In 2021, a completely new type of dual system was created with the subsidiary Interseroh+ – one that is open to partners. The new Interzero group of companies is now being formed through a reorientation and focus on recycling services with the consistent use of digital business models.



INTERSEROH



# Zukunft needs Talents

You have come to the right place – if you want to make the vision of a future without waste your professional goal.

All of our career opportunities are as diverse as our environmental services. We have asked new colleagues what they enjoy most and find most fascinating about working for us:

**“Working in the sales team allows me to get to know new people, industries and companies.**



We help our customers to be more sustainable businesses for people all over the world and our planet. Every day, I'm surrounded by many wonderful colleagues – professionals within their field who are willing to share their knowledge. Here, I'm lucky to be able to work very independently. From my superiors I get an opportunity to grow and learn. I personally believe that we have to take responsibility for our environment, and also use natural resources more sustainably. That's why I'm happy to be part of a company with similar values.”

**Robert Kowal**  
Sales Specialist

**“Our company is a fascinating puzzle that I have been since March 2022.**



However, I can say with certainty that I like working here. I met over 100 colleagues and you were all smart, open-minded, helpful and professional in every way. They create excellent teams with a culture based on mutual respect. And they give off positive energy. That's one key to enjoying working together with others.”

**Jacek Brzezinski**  
Content Manager

**Hopefully, mountains of waste will soon be a thing of the past.**



That's why I'm working with partners and customers to introduce a new reusable system. This is how we prove that convenience is possible without waste.

**Carolin Kollig**  
Project Manager Business Development

**Staff**  
you can actively participate in the search for new talent and receive a bonus when you sign a contract.  
[hr@interzero.de](mailto:hr@interzero.de)



# The future needs a strong brand and modern communication

Be part of it. Bring Interzero to life. Find all the latest news about our company on our social media channels. As a staff member you can support Interzero there:

## New Social Media and Interzero:

**LinkedIn:**  
[www.linkedin.com/company/interzero/](http://www.linkedin.com/company/interzero/)

**Facebook:**  
[www.facebook.com/interzero.official](http://www.facebook.com/interzero.official)

**Instagram:**  
[www.instagram.com/interzero/](http://www.instagram.com/interzero/)

**Xing:**  
[www.xing.com/pages/interzero](http://www.xing.com/pages/interzero)

**YouTube:**  
[www.youtube.com/channel/UCtsf0uVvCoTas2o4eRYJuQ/](http://www.youtube.com/channel/UCtsf0uVvCoTas2o4eRYJuQ/)



# So that everyone knows know our real name

Please help to make sure that the changeover to the new brand and name is as timely and complete as possible. We assure you that many of our colleagues are working very hard on this, even though, unfortunately, not everything can be managed centrally.

- 1 **Important for internet, email, etc.:**
  - Please change your email signature
  - Feel free to check the websites of partners and organisations to check if we are mentioned correctly there, and please point that out anything that we need to know
- 2 **Important for rooms, buildings and vehicles:**
  - Feel free to request new templates from us and replace or remove outdated labelling, markings, signage and posters
- 3 **Important for social media:**
  - Get connected to the new Interzero profiles, and also, please remove the references "ALBA Group / ALBA / Interseroh" both on your own profile pages and in your job titles
  - Feel free to use the new cover backgrounds
  - Feel free to share and like the new posts about our new brand
- 4 **Important for you:**
  - If you have any questions or need help, feel free to contact your supervisor or internal colleagues
  - If need any templates, feel free to contact us directly, and we will help you find a simple solution

Many thanks for your active support. Together, we bring our new brand to life. If you have any questions, feel free to get in touch at any time.



**Inna Tereschenko**  
 Head of Marketing  
[inna.tereschenko@interzero.de](mailto:inna.tereschenko@interzero.de)



## Partnership

A demonstration of what is important to us – for example as an environmental partner of ALBA BERLIN

**We can also point to an extraordinary and impressive social commitment to the promotion of sport. This is because we are a sponsor and partner of ALBA BERLIN, Germany's leading basketball club:**

- That holds the record of winning the highest number of trophies of all the professional clubs, and one that also will also finish this season as the most successful German club
- whose women's team has been promoted to the Bundesliga
- which also does an enormous amount for the development of children and young people  
[www.albaberlin.de](http://www.albaberlin.de)

**Join us:**

... and answer the following question: **“How can we best use the new brand to impress, convince and win over customers?”**

... and win: **1 x 2 VIP tickets for ALBA BERLIN with overnight stay in Berlin, 3 x ALBA BERLIN fan packages**

**Write to:**

**[circle@interzero.de](mailto:circle@interzero.de)**

\*Participation exclusively for employees of the corporate group. The closing date for entries is August 12th. The legal recourse is excluded, no cash payment.

**Gowin**  
1 x 2 VIP tickets  
for ALBA  
BERLIN\*

Answers: 1 and 2 – see page 1; 3 and 4 - see page 10; 5. in ten countries; 6 since 1991

## Test yourself:

Familiarise yourself with the new brand and answer the following questions:

- 1** What is our company's purpose – our vision and mission?
- 2** What does the new brand mean?
- 3** What are our three pillars and what are they called?
- 4** What are our digital platforms and services?
- 5** In how many countries are we represented?
- 6** How long have we existed?



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