

# Press release

Tuesday, 28 August 2018

## Packaging licensing made easy

## Interseroh launches online shop Lizenzero

- +++ Product range aimed especially at small dealers and companies
- +++ Online service bears Trusted Shops quality seal
- +++ To licensing with just a few clicks of the mouse

Cologne. With immediate effect, dealers and companies can register their packaging quickly and easily via Lizenzero, the new online shop of environmental services provider Interseroh, and thus fulfil their obligations pursuant to the new German Packaging Act as of 2019. Lizenzero bears the Trusted Shops quality seal and is aimed especially at smaller dealers and companies that so far have little experience with packaging licensing in a dual system.

“Anyone who brings packaging into circulation must also take responsibility for the eco-friendly recycling. The new German Packaging Act takes this principle of product responsibility very seriously, which is a good thing for the environment,” says **Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH**. “In Lizenzero, we have developed an intuitive and functional online shop that makes it particularly easy to fulfil the obligations resulting from the Act in a non-bureaucratic manner and to position oneself in a legally compliant manner with just a few clicks of the mouse.”

For example, a calculational aid is available to the companies at [www.lizenzero.de](http://www.lizenzero.de) with which they can determine in uncomplicated fashion the packaging quantities they have brought into circulation and can register their packaging with Interseroh’s dual system (DSI). In turn, Interseroh looks after the secure recovery, sorting and recycling of the materials.

In addition, Lizenzero fulfils the quality criteria of Trusted Shops – and has therefore been awarded the leading quality seal for online shops in Europe. The Trusted Shops criteria include secure, responsible dealings with customer data, transparent communication and reliable customer service. This buyer protection guarantees that shopping can be done securely on portals bearing the seal.

### **About Interseroh**

Next to ALBA, Interseroh is one brand under the umbrella of the ALBA Group. 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 2017 its



divisions generated an annual turnover of approx. 1.8 billion Euros and employed a staff of about 7,500 employees. In 2016 alone ALBA Group saved almost 4.3 million tonnes of greenhouse gases compared to primary production and at the same time about 36.2 million tonnes of primary raw materials through its recycling activities.

Further information on Interseroh can be found at [www.interseroh.com](http://www.interseroh.com). All press releases of the ALBA Group may be subscribed to via RSS feed at [www.albagroup.de/presse](http://www.albagroup.de/presse).

**Free use of the attached picture is authorised, provided the source "ALBA Group" is acknowledged.**

**Media Contact:**

Susanne Jagenburg  
Press Spokesperson ALBA Group  
Phone: +49 30 35182 5080 or +49 170 7977003  
[Susanne.Jagenburg@albagroup.de](mailto:Susanne.Jagenburg@albagroup.de)

**ALBA**Group