

Media Information

Wednesday, 10 January 2024

Integrated packaging strategy

New Recycling Alliance partner announced: share keen to promote the circular economy with Interseroh+

+++ Interseroh+, the dual system set up by Europe's leading circular economy service provider Interzero, is helping social consumer goods brand share to close raw material loops

+++ The collaboration consists of a strategic partnership for packaging licensing in Germany and Europe as well as the design of recycling and material flow management

Cologne. Sustainable consumption is all about creating products with a social benefit and eco-friendly packaging. In their quest to create lasting added value, social impact pioneers share and Interseroh+ agreed a long-term strategic partnership in December. "Social sustainability is at the heart of our brand. For every share product we sell, we make a similar charitable donation," explained **Ben Unterkofler, co-founder and member of the executive management at share**. "As a partner of the Interseroh+ Recycling Alliance, we want to focus even more on our environmental responsibility and optimise our packaging strategy as part of a circular economy that works to protect our climate and resources."

With its comprehensive portfolio of packaging recycling services, Interseroh+ offers share GmbH the ideal foundation from which to close its raw material loops. This strategic partnership encompasses Interseroh+'s entire spectrum of services – from optimising the recyclability of packaging to developing new formulations for plastic applications using post-consumer recyclates. "We are delighted to welcome such an innovative and sustainability-focused company to our Recycling Alliance," said **Frank Kurrat, Chief Sales Officer (CSO) at Interseroh+**. "Together we will not only ensure that share meets all of its obligations under the Packaging Act and the legal requirements of individual countries within Europe, but also that collected packaging can actually be transformed into new packaging and products wherever possible."

About share

share's aim is to add a social dimension to consuming goods by combining products for everyday living with a donation that helps people all over the world. This means that every

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purchase also includes an element of sharing. By pursuing this goal, the social impact brand gives consumers alternatives for their everyday purchasing decisions across different sectors and supports social projects worldwide. QR codes on the packaging create transparency by showing customers where the donations are going. The effectiveness of share's model is demonstrated by the more than 150 million donations made by customers since the scheme launched in 2018, including 45 million meals, 72 million days of access to clean drinking water and 35 million hygiene products and services. To date, share has also donated more than 5 million hours of education for schoolchildren. In 2023, advertising agency Jung von Matt named share Germany's strongest start-up brand for the second successive year.

About Interseroh+:

Interseroh+ is the Recycling-Alliance of the recycling service provider Interzero. The offer of Interseroh+ GmbH is aimed at all companies that not only want to fulfill their legal obligation to license packaging, but also take responsibility for closing recycling and raw material cycles – for this purpose, they can jointly become members of the Recycling-Alliance. Further information on Interseroh+ can be found at www.interseroh.plus or [LinkedIn](#).

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 in 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). According to Fraunhofer UMSICHT, Interzero's recycling activities could save one million tonnes of greenhouse gases compared to primary production and more than 8.7 million tonnes of primary raw materials in 2022 alone. As a pioneer in the circular economy, Interzero is winner of the German Sustainability Award as well as the related special award in the "Resources" transformation field. For further information, please visit www.interzero.com.

Attached photos are freely usable under the source "Interzero or Interseroh+".

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