

# Press release

Thursday, April 7, 2022

## New regulations for e-commerce in Germany as of 1 July

### Tightened Packaging Law: eBay brings solution partner Lizenzero on board

**+++ Packaging licensing: From July 2022, eBay must control traders who sell to German end consumers**

**+++ The solution comes is provided by Lizenzero, the online shop for packaging licensing from Interseroh+**

**Thursday, 7th April 2022, Cologne and Dreilinden/Berlin.** On 1 July 2022, an amendment to the Packaging Act (VerpackG) will come into force in Germany, which follows the principle of so-called extended producer responsibility. In Germany, anyone who puts packaging into circulation must also assume financial responsibility for the environmentally friendly recycling of this packaging. The aim is to avoid waste, to keep valuable raw materials in circulation and thus to protect the climate and resources.

Manufacturers and sellers who want to sell via online marketplaces such as eBay in Germany must, according to the Packaging Act, participate in a dual system for the packaging before placing the goods on the market. From the middle of the year, the platform operators are obliged to check this system participation.

In order to comply with the new obligations under the Packaging Act and to support its sellers in implementing them, Germany's leading online marketplace eBay is launching a cooperation with the dual system Interseroh+ and its webshop Lizenzero. With their joint service, the partners support German and international companies in continuing to offer their products on eBay in a legally compliant manner.

eBay and Lizenzero now offer the sellers concerned the possibility to license their sales packaging (shipping, product and service packaging) online. For eBay sellers, the Lizenzero team is available to help with any questions. "We are pleased to have found a competent solution partner in Lizenzero and to be able to relieve our sellers in this way," says **Dr. Nikolaus Lindner, Director Government Relations at eBay Germany**. "The pressure to act should not be underestimated. For companies that have not taken the necessary steps by the middle of the year, we will have to prohibit sales on the German marketplace for legal reasons."

"With Lizenzero, we offer an intuitive solution for packaging licensing that enables companies to fulfil their legal obligations with just a few clicks," says **Markus Müller-Drexel, CEO of Interseroh+ GmbH**. "The partnership with eBay means more security for all parties involved – especially also for international suppliers who are confronted with stricter requirements on the German sales market. In addition to support in German and English, we therefore also offer customer service in Chinese."



**About Interseroh+:**

Interseroh+ is the recycling alliance of the environmental service provider Interseroh. The offer of Interseroh+ GmbH is aimed at all companies that not only want to fulfil their legal obligation to packaging licensing, but also want to take responsibility themselves for closing recycling and raw material loops. If they wish, they can join the newly founded as silent partners. Further information on Interseroh+ can be found at [www.interseroh.plus](http://www.interseroh.plus).

Please also note our online portal with information on the topics of raw materials and recycling: [www.recyclingnews.de](http://www.recyclingnews.de).

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**About eBay:**

eBay Inc. (Nasdaq: EBAY) is a leading global commerce company that connects millions of buyers and sellers in more than 190 markets around the world, creating economic opportunities for individuals, entrepreneurs, businesses and organisations of all sizes. Our technology reaches millions of buyers and sellers, helping them grow their businesses. Founded in 1995 in San Jose, California, eBay is one of the largest and most dynamic marketplaces in the world, with a unique selection. In 2021, eBay enabled more than \$85 billion in commerce through its platform. For more information about the company and its global portfolio, please visit [www.ebayinc.com](http://www.ebayinc.com).

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