

Media information

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Fresh food without single-use packaging

Strategic partnership: Strategic partnership: Sykell and Interzero present nationwide return system for takeaway packaging

- EINFACH MEHRWEG by Sykell and Interzero offers consumers and businesses alike a simple and holistic deposit return scheme for reusable packing for food and beverages
- EINFACH MEHRWEG is open to all companies that want to use legally compliant and smooth processes and includes a comprehensive, food-safe container portfolio, logistics, cleaning and deposit accounting
- Initial presentation at EuroShop from 26.02 to 02.03 in Düsseldorf

Berlin/Cologne. Interzero, the leading provider of circular solutions in Europe, and Sykell, the company specialising in sustainable reusable packaging, today announced their strategic partnership. The two companies will jointly offer the deposit return system EINFACH MEHRWEG with immediate effect. This means that a holistic system solution is now available for retail groups all the way to owner-operated catering businesses. Together, the two companies will present EINFACH MEHRWEG for the first time at EuroShop from 26 February to 2 March in Düsseldorf.

EINFACH MEHRWEG offers an alternative to single-use packaging for takeaway food and beverages that is disposed of after use. For consumers, the system is designed to be as user-friendly as the tried and tested deposit return system for bottles and cans.

Various stand-alone solutions that have emerged since the introduction of the mandatory re-use system at the beginning of the year are to be avoided through the holistic approach of the EINFACH MEHRWEG system: The system is geared towards different participants, including food retailers, bakeries, restaurants, fast food chains, petrol stations and many more. EINFACH MEHRWEG also offers large system partners with many points of sale the complete solution with a full package of logistics, cleaning and deposit accounting. The companies pay a "pay per use" fee only for the containers. All services are included in the usage fee.

With the new partnership with Sykell, Interzero is building on its existing pooling solutions. "Through this strategic partnership with Sykell, we are creating the simplest and most diverse reusable food container system. This supports consumers and participating companies alike and is in line with our vision of a world without waste," summarises Sebastiaan Krol, CEO of Interzero Circular Solutions.

EINFACH MEHRWEG offers consumers several advantages: they can significantly reduce their personal waste, as there are suitable, food-safe containers for the waste-free transport of practically all food and beverages. Customers pay a small deposit for the containers at the checkout. The return and money refund is possible across companies and sectors at every participating system partner. Especially practical: the containers can also be returned via many bottle deposit machines.

Davide Mazzanti, CEO and co-founder of Sykell explains: "With our EINFACH MEHRWEG system, we are extending the advantages of the established deposit scheme for beverages to other product and food categories. The many years of experience of our strategic partner Interzero, also in return logistics, as well as the provision of its high-performance rinsing capacities, supports us in the nationwide expansion of our system solution."

EINFACH MEHRWEG can be found at EuroShop from 26.02. to 02.03. in Düsseldorf in Hall 5 - booth 5D19-19.

About Sykell – EINFACH MEHRWEG:

Berlin-based Sykell is expanding the simple and learned bottle deposit system with its "Einfach Mehrweg" system to include innovative returnable packaging solutions in the food sector. The "Einfach Mehrweg" system is designed to be as simple and convenient as possible to use. Thus, neither registration, customer account, app downloads nor personal data are required. As with deposit bottles, the return of containers and cups is uncomplicated and works nationwide via reverse vending machines of participating system partners. Sykell works nationally with chain food retailers, petrol stations and restaurants. Sykell was founded in Berlin in 2021. More at: www.sykell.com

About Interzero:

Interzero is one of the leading service providers in the field of closing product, material and logistics loops as well as 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.de.

Further information on **EINFACH MEHRWEG** is available online: www.einfach-mehrweg.com

Please also note our online portal www.recyclingnews.de with information on the topics of raw materials and recycling as well as our social media channels:



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