

Press release

## Traceless materials wins Green Alley Award 2021

**This year's Green Alley Award goes to the German startup traceless materials. The company was able to convince the jury with its biobased home-compostable alternative to single-use plastic and prevailed against five other finalists in a virtual pitch event on April 22nd.**

*Mainz, April 23, 2021.* Traceless materials from Germany has won the Green Alley Award. The startup's winning idea: A material that claims to be one step ahead of other bioplastics on the market today. Thanks to the special technology developed by the German startup, agricultural industry residues are transformed into a sustainable alternative to film or hard plastic packaging or plastic coating. The result is an all-natural material that is not only completely bio-based but can also be composted in your organic waste bin within two to nine weeks.

Jan Patrick Schulz, CEO of Landbell Group, is very satisfied with this year's winner: "Circular startups like traceless materials meet consumers' expectations to promote sustainability more strongly. With the Green Alley Award, we want to foster precisely those business models that combine resource conservation with economic success," says Schulz. "What convinced us about traceless material's business idea was their holistic bio-circular approach to producing an environmentally friendly alternative to conventional plastic. Traceless claims to need no harmful additives and could save up to 87% of carbon emissions while being competitive in material properties and price. The solution also supports the European Union's ban on certain single-use plastics that will go into effect in July this year."

Anne Lamp, CEO and founder of traceless materials, is happy about the award and explains how the startup will use the prize money of 25,000 euros: "The Green Alley Award helps us to raise awareness of our innovative alternative to plastic – designed for nature. Our goal is to establish traceless as an ingredient brand, creating awareness and demand for our uniquely sustainable material solution among end consumers. One step on the way to gaining their trust and achieving recognition for traceless materials is through certificates and education. And this is what we want to use the prize money for."

The Green Alley Award is the first European startup award for the circular economy. Since 2014, Landbell Group has rewarded young companies whose solutions help to use fewer finite resources and reduce waste. In 2021, 189 startups from over 30 countries applied with their business models in the categories of digital circular economy, recycling or waste prevention. In March, Landbell Group nominated six finalists who impressed with a sustainable plastic made from old clothes, an ecological membrane for outdoor wear or a digital platform for more traceability in the fashion industry.

"We are very pleased that we are once again able to present a strong winner with traceless materials this year. With its convincing business model for an all-natural alternative to

conventional plastics as well as bioplastics, traceless materials can really make a difference for the circular economy,” says Schulz.

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## About the Green Alley Award

The Green Alley Award is Europe’s only startup prize specifically for the circular economy. The mission is to turn the linear into a circular economy and transform the waste and recycling industry as we know it today. The annual European prize was created in 2014 by Landbell Group, the leading supplier of global environmental services, along with Germany’s crowdfunding pioneer, Seedmatch.

For more information, visit [www.green-alley-award.com](http://www.green-alley-award.com)

## About Landbell Group

Landbell Group is an international provider of comprehensive take-back, consulting and software solutions for environmental and chemical compliance. Established as a packaging compliance scheme in Germany in the year of 1995, Landbell Group has since evolved into a global service provider. Today, Landbell Group operates 32 producer compliance schemes worldwide for various waste streams, helps over 32,000 customers in more than 50 countries to fulfil their extended producer responsibilities, and collected over 790,000 tonnes of waste batteries, electronics and packaging in 2020.

For more information, visit [www.landbell-group.com](http://www.landbell-group.com)