



## **10<sup>th</sup> Edition of the Green Alley Award: UK Start-up PulpaTronics wins 2024 competition**

*PulpaTronics came out on top among the finalists for this year's Green Alley Award. On April 25th in Berlin, the London start-up convinced the jury with their exciting live pitch and their innovative technology for the production of chipless, metal-free RFID labels.*

*Berlin, April 26, 2024.* The London-based start-up PulpaTronics has won this year's Green Alley Award, Europe's first award for circular economy start-ups. This year marks the tenth anniversary of the prize. The young company has developed chip-free, metal-free RFID tags made from paper. These novel tags do not require metal extraction and are more cost-effective and compatible with existing recycling processes. As part of the award ceremony, all six finalist start-ups presented their business concepts to the audience and jury in live pitches. PulpaTronics came out on top with their future-proof and affordable inventory solution.

Chloe So, founder and CEO of PulpaTronics, is delighted to receive the award: "With our innovative laser technology, a conductive circuit is applied directly to the paper, which simplifies the manufacturing process and eliminates the need for metal and silicon components. This significantly reduces the ecological footprint of RFID tag production. We will use the prize money to further develop our product, strengthen our market position and actively participate in a future-oriented circular economy."

Jan Patrick Schulz, CEO of Landbell Group and initiator of the awards, commented: "PulpaTronics is a true pioneer in their field. What particularly impressed us about their technology was that companies are offered a more efficient and future-proof solution, reducing environmental impact and facilitating the tracking of paper-based disposables. Ten years ago, we brought the Green Alley Award to life to promote companies that are tackling the challenges of the circular economy. We are very proud to be able to support innovative start-ups like Pulpatronics, which can make a significant contribution to the sustainable transformation of our economy and at the same time help protect our climate."

For a decade, the Green Alley Award has stood at the forefront of supporting the circular economy, establishing itself as a leading platform for start-ups that are committed to a circular future. The prize has been awarded since 2014 by Landbell Group, an international provider of comprehensive takeback, consulting, and software solutions for environmental and chemical compliance. Since its inception, it has awarded over 1 million euros in funding.

This edition of the award had over 339 start-up applications from across Europe, 50% more applicants than the previous edition. Notably, the majority of start-up applications came from Germany (19%), followed by the UK (16%), Italy (11%) and Spain (9%). Multiple types of solutions were on display, ranging from waste prevention (36%) to digital solutions and recycling (both with 32%). These projects represent strong solutions, innovative business ideas, and dedicated teams for the circular economy.



The Green Alley Award has always been more than a recognition of innovation. It is a gathering of minds, a convergence of individuals driven by a common purpose—to reshape the world we live in through sustainable practices.

#### **About the Green Alley Award**

The Green Alley Award is Europe's first and oldest start-up prize for the circular economy. It aims to transform the linear economy into a circular economy and change the waste and recycling industry as we know it today. The annual European prize was launched in 2014 by Landbell Group, the world's leading provider of environmental services, together with German crowdfunding pioneer OneCrowd. The award is also supported by our media partner Positive News, a UK news platform. The jury is made up of experienced Landbell Group executives and external experts.

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

#### **About Landbell Group**

Landbell Group is a leading provider of environmental and chemical compliance solutions with local expertise and global presence. Landbell Group's comprehensive core services – compliance, consulting and software – help companies to meet all their global extended producer responsibility (EPR) obligations. As a platform for EPR worldwide, Landbell Group is engineering circular economy for a sustainable future.

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