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PRESS RELEASE

JUNE 2022

traceless materials nominated for the Deutscher Gründerpreis

With their innovative biomaterial technology, traceless materials offers a solution to global plastic pollution. Due to their pioneering concept, the female-founded circular bioeconomy startup was selected as a finalist for the Deutsche Gründerpreis 2022 in the start-up category.

Hamburg, Germany - The Deutsche Gründerpreis (German Entrepreneur Award) is the country's most prestigious award for entrepreneurial excellence and achievements. Aiming to foster a positive entrepreneurial environment, it was initiated by the four partners Stern, ZDF, Sparkassen and Porsche, and is awarded in cooperation with the German Federal Ministry for Economic Affairs and Energy. Together with Additive Drives GmbH, who design and manufacture electric motors using innovative 3D printing technologies, and Aleph Alpha GmbH, who have developed an AI technology to transform human-machine interaction, traceless materials is among the three final start-ups still in the race to win the award in the start-up category.

"...traceless makes a "bio" - dream come true: A waste product that is itself already biobased is processed in an environmentally friendly way and replaces a problem product." *(quote from the press release of Deutscher Gründerpreis)*

The jury of the Deutscher Gruenderpreis was especially impressed by traceless materials' holistic approach, not only in terms of their sustainability but also of their business concept which allows them to make a large-scale impact: "The object of the company deals with one of the most pressing challenges of our time. But it also takes into account that it is about social change and job preservation in the traditional industries. I consider this approach to be very responsible (all stakeholders are considered)." *(jury quote)*

traceless' innovative biomaterials are an alternative to plastics and bioplastics, and are designed considering all sustainability impact indicators: They are biobased on plant residues from

agricultural industry, compostable under natural conditions, free of hazardous chemicals, and climate friendly. Even though the materials have many similar properties to plastics, they are based on natural biopolymers. Therefore they are plastic-free, and do not fall under the EU Single-Use Plastic Directive. The sustainability impact was evaluated in a science-based, consequential life-cycle assessment, which confirms the holistic sustainability of the materials. The report is publicly available on www.traceless.eu/impact.

Since the start-up's founding in September 2020, traceless materials has shown strong efforts on bringing its material to market as fast as possible. The core of the disruptive potential of traceless materials lies in its innovative, patent-pending technology that has high scale-up potential. Ultimately allowing the production of sustainable, affordable products for a broad market, as on industrial production scale traceless is price competitive to conventional plastics.

The company offers their materials in the form of a base material granulate, which can be further processed by the plastic converting and packaging industry on conventional machinery into flexible films, rigid materials, coating and adhesive solutions. Thus, it can replace plastics and bioplastics in a wide range of applications that are likely to end up in the environment – from packaging over disposable to paper coating and high abrasion products. The team has already built a first pilot plant for material production, and is working on the next scale-up step - ultimately aiming towards industrial size production. By replacing as many conventional plastics as possible with their holistically sustainable alternative, they strive to make the biggest possible contribution to solving global plastic pollution.

"The issue we are tackling with traceless is highly relevant, and we sense a great openness for pioneering sustainability technologies like ours among consumers, manufacturers, researchers and politics. Our mission is to offer a solution - by engineering materials that leave a positive impact, rather than leading to undesired traces like pollution and waste. Aiming to bring our novel biomaterial to market quickly, we have embarked on an ambitious journey, and are happy to get recognition in the caliber of the Gründerpreis nomination on our achievements until now!"
Johanna Baare, COO & Co-Founder of traceless materials GmbH, about the nomination

"We are glad that the disruptive potential of traceless is being seen, our technology is after all something completely new. By working with natural polymers - quasi "nature's plastics" - our team is doing pioneering work in many respects. The conventional plastics industry has spent many decades solely on synthetic materials, and we're now tackling to catch that up in the field of sustainable biomaterials. This tension between huge demand and great challenge drives us, and makes the work on traceless really exciting every day."
Anne Lamp, CEO & Co-Founder of traceless materials GmbH, about the nomination

ABOUT THE DEUTSCHER GRÜNDERPREIS:

The Deutscher Gründerpreis (German Entrepreneur Award) is the country's most prestigious acknowledgement of entrepreneurial excellence and achievement. It aims to foster a positive entrepreneurial environment in Germany and encourages individuals to start their own business. The initiating Partners are stern magazine, Sparkassen, ZDF and Porsche. They have been actively fostering a culture of entrepreneurship since 1997; with Porsche joining as partner in 2007. The German Federal Ministry for Economic Affairs and Energy supports the award as a cooperation partner.

The prize is awarded annually in different categories: Student, StartUp (businesses 1 to 3 years old), Rising Star (businesses 4 to 9 years old), Lifetime Achievement and Special Award (for exceptional entrepreneurial success). The final decision about the winners will be announced during the award ceremony, which will take place in Berlin on 13th September 2022.

Website: https://www.deutscher-gruenderpreis.de/
Twitter: https://twitter.com/Gruenderpreis
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Press information:
https://www.deutscher-gruenderpreis.de/presse/

Press release about the 2022 Finalists:
https://www.deutscher-gruenderpreis.de/presse/meldung/finalisten-beim-deutschen-gruenderpreis-2022-zukunftsthemen-die-ganze-branchen-revolutionieren/

ABOUT TRACELESS MATERIALS:

The circular bioeconomy start-up traceless materials GmbH was founded in 2020 by Anne Lamp and Johanna Baare in Hamburg, Germany. Ever since then, the company has shown clear ambitions to bring their materials to market fast. After a successful seed investment in the spring of 2021, the company received a €2.42 Mio. grant from the European Innovation Council (EIC) under the Horizon Europe EIC Accelerator. The company is looking to raise their next financing round later this year, which will allow them to further accelerate their scale-up.

The continuously growing team has already built a first pilot plant for material production near Hamburg. Parallel, they work on several development projects for product applications, among others they are developing market pilots with German e-commerce company OTTO, and German aviation company Lufthansa.

traceless received high recognition in a number of national and European awards. The team won the Wissenschaftspreis 2022 for their excellent scientific work with high application potential for

retail, while their co-founder Johanna Baare won the German Start-up Award 2022 in the category Female Newcomer of the Year. Furthermore, the team was ranked Nr. 1 of Germany's TOP 50 Start-ups 2021, and was selected as the Science Start-Up Breakthrough of the Year 2021 at Falling Walls Venture. Additionally, in 2021 the team got awarded with several national and European prizes, e.g. the Green Alley Award 2021, the Biopolymer Innovation Award 2nd, the Darboven IDEE prize, the Future Hamburg Award 2nd, C-Voucher Prize 2nd. In the year of the company's founding, they won the Advanced Materials Competition (AdMaCom) 2020 by INAM.

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