



ABOUT TRACELESS MATERIALS

MARCH 2023

The female-founded circular bioeconomy start-up traceless has developed a sustainable material innovation based on plant leftovers. With traceless® they offer a natural alternative to plastics and contribute to solving global plastic pollution.

traceless® is part of a new generation of plastic-free biomaterials. Even though it looks and feels like plastic, the material is certified plastic- and microplastic-free and fully bio-circular - designed to leave no trace. It is fully biobased and made using plant residues of the agricultural industry. Hereby the technology supports the transition from fossils to renewable materials, and additionally avoids direct food conflicts. Just like natural materials, it is naturally compostable, for example on a home compost. As opposed to virgin plastics, the material is a toxic-free solution throughout the whole product lifecycle. The patent-pending production technology is scalable, environmentally friendly and efficient: Saving up to 95% carbon emissions and 83% fossil energy demand compared to plastics*, it supports both decarbonization and the transition from fossils to a responsible use of regenerative resources.

The company produces traceless® as a base material in granulate form. The plastics- and packaging industry can further process this granulate to rigid applications, flexible films, coatings or adhesives, using standard converting technologies. This way, traceless® can be used in a wide variety of end products - from single-use products over rigid and flexible packaging to products with high abrasion and coating & adhesive solutions.

ABOUT THE COMPANY

The traceless materials GmbH was founded in 2020 in Hamburg by Anne Lamp and Johanna Baare. The circular bioeconomy startup has developed a technology to turn plant leftovers into a novel, sustainable plastic alternative: traceless®. The team is currently working on first pilot products made from their material innovation, among others in cooperation with OTTO,



Lufthansa, SUND Group and DAS FUTTERHAUS. They have launched a first pilot product in the field of packaging with European fashion retailer C&A in 2022.

With the aim to replace plastics in large quantities soon, the company is currently scaling up their production capacities. Following a holistic approach, their mission is to offer a solution that tackles global plastic pollution as well as climate change, resource crisis and biodiversity loss. The environmental impact of traceless® was analyzed in a life-cycle assessment*, which shows the positive impact potential of the material over the whole life cycle and for different impact indicators. The company has received funding from the EU, and was awarded with the German Entrepreneur Award and German Sustainability Award (NEA).

Website: www.traceless.eu

*Life-Cycle Assessment: www.traceless.eu/impact

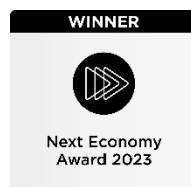
LinkedIn: www.linkedin.com/company/traceless-materials

Instagram: www.instagram.com/traceless.eu

PRESS INFO

Press kit with photos for download: <https://www.traceless.eu/press-media>

Please contact our communication team Ritva Krist (EN) and Isabel Thoma (DE) via email: contact@traceless.eu



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