



traceless is a female-founded circular bioeconomy start-up offering a holistically sustainable alternative to conventional plastics and bioplastics. With their innovative biomaterial solution, they contribute to solving global plastic pollution.

traceless' innovative patent-pending technology for the first time allows to use agricultural industry by-products to produce a holistically sustainable biomaterial that provides the beneficial properties of plastics while being fully bio-circular. traceless materials are compostable under natural conditions, for example on a home compost. Even though they are bio-based, they do not compete with food production, as they are based on by-products from agricultural food production. In contrast to conventional plastics and bioplastic, both production and product are free of toxic chemicals. The materials are climate friendly, as their production and disposal emit up to 87% less CO₂ compared to virgin plastics. Making use of natural biopolymers, traceless is plastic and microplastic free and does not fall under the EU Plastics Directive. Already competitive in quality to conventional plastics and bioplastics, on industrial production scale the materials will be price competitive to virgin plastics in the EU.

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

The environmental impact of traceless was analysed in a first consequential life-cycle assessment (LCA). Based on scientific criteria and undertaken by an independent site, the analysis shows the positive impact potential of traceless materials for different impact indicators, like resource consumption, greenhouse gas emission, and waste production. A summary of the LCA is available online: <http://www.traceless.eu/impact>



ABOUT THE COMPANY

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. 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.

In 2021, the company successfully raised a seed investment. In the same year, they received a €2.42 Mio. grant from the European Innovation Council (EIC) under the Horizon Europe EIC Accelerator, which helps them to further accelerate their scale up. Being accepted in what is currently the most competitive EU program for technologically innovative SME's shows the high innovation potential of traceless' technology.

traceless already received high recognition in a number of national and European awards. The team got 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. Furthermore, in 2021 the team won the Green Alley Award - a startup prize for the circular economy, the Biopolymer Innovation Award 2nd for the material and process innovation in the field of biopolymers, the Darboven IDEE prize for the most innovative business start-ups by women, the Future Hamburg Award 2nd - for innovative solutions for future cities, and the C-Voucher Prize 2nd for circular business cases. In the year of the company's founding, they won the Advanced Materials Competition (AdMaCom) 2020 by INAM.

MORE INFORMATION

Website: www.traceless.eu

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

Instagram: www.instagram.com/traceless.eu/

PRESS & MEDIA

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

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