

Waste as a raw material reserve

PreZero makes resource sovereignty the new standard

- A response to unstable supply chains: PreZero sharpens its profile, driving European control over its own resources.
- From blueprint to market standard: Material loops proven in practice within the Schwarz Group ecosystem are being scaled to become the new market standard.
- Focus on critical resources: The targeted recovery of strategically important raw materials helps secure the economic base and reduce global dependencies.
- Secure material supply as the objective: PreZero is anchoring its operational strengths in a clear service promise for businesses, municipalities, and communities.

Munich, May 4, 2026 – PreZero is using IFAT, a world's leading trade fair, to reintroduce itself as a partner for creating economic value with circular solutions. Under the overarching theme "Circular. By Nature.", the company is translating years of accumulated expertise and operational infrastructure into a clear strategic narrative: When raw materials are successfully returned to the loop, it secures material availability for the economy and society as a whole, and strengthens economic resilience of the EU. For PreZero, the circular economy is not an option, but the strategic foundation for a sovereign Europe.

This positioning is built on a unique advantage: as part of the companies of Schwarz Group, PreZero operates in an ecosystem that brings together production, retail, logistics, IT, and circular economy under one roof. Within this environment, circular systems have already been established successfully at scale. That gives PreZero a proven blueprint for European sovereignty – already tested and scaled at industrial scale. This experience in managing complex value chains makes PreZero a strong partner for companies facing growing pressure on raw material security. PreZero places particular focus on recovering critical raw materials to reduce long-term dependence on global supply chains.

A deeply rooted identity

The repositioning is not a change of course, but the visualization of a strength that has always defined PreZero. "Circularity is not a new concept for us. It is at the core of how we work," says Wolf Tiedemann, CEO of PreZero International. "What we have been refining within our own ecosystem for decades, we are now scaling more actively for the market. We turn material flows into strategic security. By directly accessing valuable materials and returning them to the loop in a targeted way, we create the right conditions for material availability in Europe. In this way, PreZero supports our partners' supply chains to become less dependent on volatile markets and use circular solutions to transform dependency into economic value and long-term growth."

Systemically creating economic value and digital transparency

PreZero brings all its capabilities together in one service promise, translating strategic ambition into operational reality: the company uses waste streams as a strategic raw material reserve, processing them through specialized methods into productive feedstocks for industry – including plastics and battery recycling. Digital transparency forms the backbone of this system: by turning decentralized data into structured insights, PreZero ensures that circular processes work not only in physical terms, but also in a way that is audit-ready and compliant with regulatory requirements.

A real-world example of this approach is the partnership with BMW Group. Together, the companies are developing scalable, data-based solutions that not only meet strict compliance requirements, but also actively support the decarbonization of industry across Europe – closing the gap between automotive development and recycling reality.

Substance Over Symbolism

The new brand presence follows a principle of operational efficiency. PreZero is integrating the design successively and in a resource-conserving manner into the international vehicle fleet and its locations. Launching in time for the trade fair, the new international website makes this strategic direction visible digitally. Through content-driven partnerships in top-level sport, including with UEFA and the DFL, PreZero is helping make circularity the norm for business and society – turning waste into measurable value for businesses, cities, and municipalities.

Caption 1: PreZero will be at IFAT (Hall 6, A6.239) in Munich from May 4–7, 2026, to present its sharpened narrative for a resilient and circular economy to partners and customers.

Caption 2: Don't let your resource bubble pop: PreZero demonstrates at IFAT how industrial partnerships turn visions into scalable solutions.

About PreZero:

PreZero is one of Europe's leading partners for the circular economy. The company develops solutions that keep resources in the loop, reduce emissions, and turn waste into measurable value for businesses, municipalities, and communities. Working with customers across sectors, PreZero helps strengthen resource sovereignty and supports decarbonization. Its comprehensive portfolio covers the full material cycle: from collection and sorting to recycling, energy recovery, and the supply of high-quality recycled materials. Headquartered in Neckarsulm, Germany, PreZero is a company of Schwarz Group and employs around 30,000 people at 460 sites in ten countries across Europe.

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