

For immediate release

Greenpicks – Eco & Upcycling Market celebrates 5 year anniversary

The online marketplace for upcycling and sustainable products will be 5 years old

Cologne, October 1, 2017 – Since its founding in 2012, Greenpicks - Eco & Upcycling Market has set itself the task of promoting sustainable consumption and increasing the awareness of the concept of upcycling. On the bilingual online platform (www.greenpicks.de), German and European providers of sustainable products and interested end-users are given the opportunity to find each other. The focus is on transparency about sustainable production methods and ingredients, which are clearly described in terms of sustainability criteria for each product offered.

Greenpicks celebrates its anniversary with a 5-part raffle series. There are great surprises waiting for all fans of the online marketplace. Further information can be found on the website at <https://www.greenpicks.de/en/competition>.

Successful relaunch 2015

The relaunch carried out in May 2015 brought the hoped-for success. Since then, Greenpicks has seen a steady positive development in the range of offered products and the increasing number of visitors to the website. "With increasing popularity, we give more and more consumers the opportunity to be inspired for a sustainable lifestyle. This makes Greenpicks a serious alternative to conventional online shopping," says Annette Husmann, owner of Greenpicks.

Promoting sufficient lifestyles

For the future, a stronger focus on the promotion of sufficient lifestyles is planned. "We live in a time that is characterized by mass consumption and abundance. Greenpicks wants to be even more strongly with an offer, which is geared towards resource conservation and follows the motto "less instead of more". The focus is on the improvement of the quality of life of the individual," says Husmann. "Topics like Upcycling, ZeroWaste or LowWaste and plastic-free living are already part of the program. We will expand this to include further topics and thus achieve a clearly recognizable focus of the range of greenpicks on sufficient lifestyles."

The principle of sustainable business is also reflected in the business philosophy of Greenpicks. "We run our market place on our own, independently from investors," says Husmann.

About Greenpicks - Eco & Upcycling Market

Greenpicks - Eco & Upcycling Market is an international oriented, bilingual online marketplace for upcycling products, green, ecological and sustainable goods. Upcycling, design and sustainability are bundled on one platform. The online marketplace was founded in 2012 under the name of "Eco- and Upcycling Market", with the aim to encourage ecological, ethical and socially responsible consumption. Consumers can choose from a wide range of products – both in German and English. Each single provider has its own online shop on the platform. For more information: www.greenpicks.de

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