

For immediate release

Greenpicks – Eco & Upcycling Market celebrates 10 years of existence

Focus on sustainable products and lifestyles also in the future

Cologne, October 4, 2022 – The online marketplace for sustainable lifestyles Greenpicks - Eco & Upcycling Market celebrates its 10th anniversary in October 2022. In 2012, Annette Husmann founded the internationally oriented, bilingual internet platform for manufacturers and retailers of sustainable products as a sustainable alternative to conventional online shopping. “We will continue to maintain our goal of promoting sustainable and conscious consumption, which has existed since the company was founded in 2012. Especially in this time of great crises, it is easy to lose sight of the important focus on a sustainable way of life, taking into account resource conservation, environmental protection, social working conditions and sustainable production methods. With our range of sustainable products and suggestions for a sustainable lifestyle, we are making our contribution to ensuring that this focus remains on the agenda,” says the owner Annette Husmann.

While the focus of the online marketplace on upcycling and sustainable consumption was still a niche topic when it was founded, the topic has reached the mainstream in recent years. “The Fridays for Future movement and the now unmistakable consequences of climate change have raised general awareness of sustainability issues. The topic is now omnipresent in the media, politics, business and society. That also gives us more customers than in the early years,” says the founder of Greenpicks.

The diverse range of products from different suppliers and brands has been continuously expanded over the years and focuses on the categories of living and household, organic fashion and bags, baby equipment, food and drink, natural cosmetics, health and care and other green lifestyle items. Detailed product descriptions and sustainability criteria explained individually for each product provide transparent information on ecological and social aspects.

“It is important to us that the products we offer are not only produced sustainably and are ecological, recyclable, non-toxic and resource-efficient, but also useful and of high quality. Longevity, reparability, avoidance of waste through reusability (ZeroWaste or LowWaste) and avoidance of plastic are a real concern for us. These criteria promote a sufficient lifestyle, which is about balance and having as much as one's needs require. In the ecological context, sufficiency stands for the consideration of natural limits and resources and goes hand in hand with the lowest possible consumption of raw materials. The aim of Greenpicks is to create awareness that a lifestyle of less ultimately leads to a higher quality of life. This is good for the individual, saves money and protects resources and thus the environment – a win-win situation,” Annette Husmann is convinced.

Like online trade in general, the Cologne-based company also benefited from the change in shopping behavior during the Corona pandemic and recorded growing sales figures, but has had to record a decline in sales since the outbreak of the Russian war of aggression in Ukraine and the associated price increases and general uncertainty. “The challenges we are currently facing are diverse: there are still supply bottlenecks due to the pandemic and war. Rising energy costs pose a significant problem for producers who have not already switched to renewable energy. Added to this are the declining consumer sentiment and inflation-related loss of purchasing power. Nevertheless, we are confident that our product range will continue to be popular and accepted in the future due to its exclusive focus on sustainability. We are also proud that we were able to permanently establish Greenpicks in the green segment on our own - i.e. without investors or sponsors and without a corresponding marketing budget. With this strategy, we have successfully built a small, solid and independent company without being exposed to the conventional compulsion to grow,” says Annette Husmann, owner of Greenpicks.

On the occasion of the round company anniversary, Greenpicks organizes a raffle on Instagram every Sunday in October 2022.

About Greenpicks - Eco & Upcycling Market

Greenpicks - Eco & Upcycling Market is an international oriented, bilingual online marketplace for sustainable products. 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 individual provider has its own online shop on the platform. For more information: www.greenpicks.de

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