

Sustainable Wristbands for experienta Visit

Reusable ticket wristbands made from recycled workwear are now being used at experienta. The fabric wristband is more than just an entry ticket; it also features a “digital backpack” in the form of an RFID chip. Visitors can use it to store and share images, films and audio files that they create during their time at the exhibition.

Heilbronn, September 26, 2024. The new ticket wristbands are the creation of environmental service provider PreZero and are now being used at experienta. As part of a pilot project, the yarn used in the fabric production is sourced from old workwear worn by staff at the retail company Kaufland, which employs more than 155,000 employees at its approximately 1,500 stores across Europe.

“With this cooperation, we are showcasing our ability to create an innovative recycling product with used textiles,” explains Wolf Tiedemann, CEO of PreZero International. “Together with experienta, we are raising awareness among the public for the resource-conserving use of textiles,” adds Tiedemann.

“Around 380,000 people visit experienta every year. With these new ticket wristbands, we can significantly reduce adverse effects on the environment and make our contribution to the responsible use of resources. We see them as an important component of our sustainability management,” says Prof. Dr. Bärbel Renner, Managing Director of experienta.

The process from the discarded item of clothing to the sustainable experienta ticket wristband involves the following production steps: First, PreZero collects the used textiles from Kaufland and ships them to a shredding plant, where they are shredded into fibers. To improve durability and also sustainability, untreated raw cotton is then added to the shredded material to produce yarn. This yarn is then used to make the fabric for the wristbands. These work steps, including the actual production of the ticket wristbands, take place in North Rhine-Westphalia.

The final work step involves adding the “digital backpack” to the ticket wristband at experienta. Here, an RFID chip on a small carrier card is threaded into the wristband. This allows visitors to the exhibition to save and share any images, films and audio files they create on a user account. Visitors can drop their wristbands into collection boxes located at the exit of experienta so that these can be reused. The used wristbands are washed and the data on the RFID chips is erased. This closes the loop: The ticket wristband ends up in the hands of new visitors and embarks on many more adventures through Germany's largest science center.

More information about PreZero can be found at our [press portal](#).

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