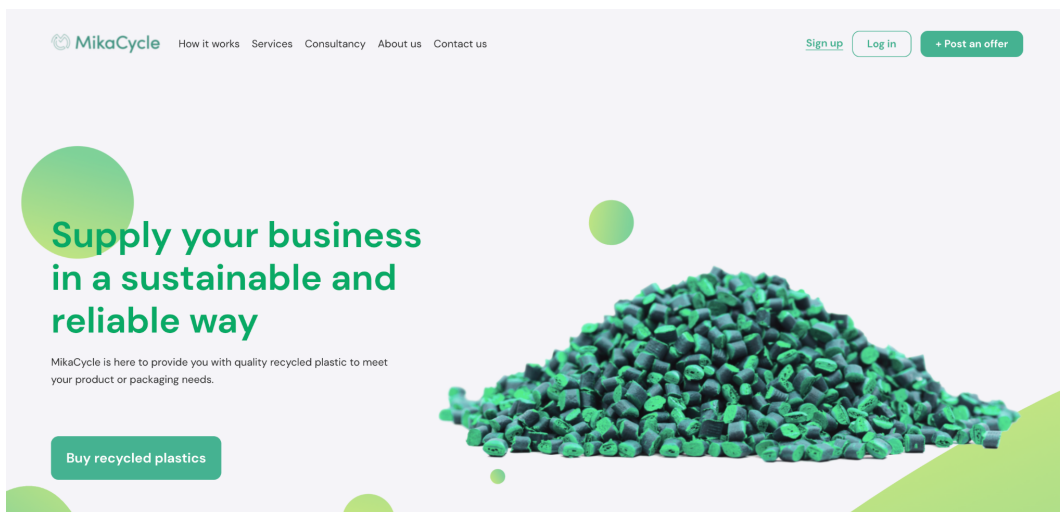




Sustainable plastic sourcing solution MikaCycle launches a new digital marketplace to facilitate the adoption of recycled plastic materials as an alternative to virgin plastics for producers and brands worldwide.

MikaCycle Marketplace released its new online platform for sourcing quality, sustainable, and reliable recycled plastics. Now launching a premium version for unlimited trading, increased supplier information, and access to recycled material product sampling before purchase.



Paris, France—MikaCycle launched the new version of their digital, **recycled-plastics marketplace** featuring the option for product sampling and a premium subscription option for exclusive content and additional benefits such as increased supplier information and unlimited messaging and trading. The upgraded marketplace was designed following intense research with over 200 recyclers and brands around the world, with the goal to specifically address the pain-points commonly faced by participants in the plastics market worldwide.

“The difficulties of sourcing recycled plastics reliably and cost-efficiently have tremendously slowed down the much needed adoption of recycled materials as a viable alternative to virgin plastics, and MikaCycle has now come up with a credible product to address these issues”, says Najlaa El Abbassi, CEO of the company.



MikaCycle's upgraded online Marketplace now allows the plastics community to trade a wide range of recycled materials safely and efficiently, with verified shipping documents and protected payment methods. Premium members can enjoy access to vetted companies' user profiles, with additional background information on suppliers, contact numbers and emails. Premium members will also have the benefit of unlimited trading and messaging with vetted suppliers, and exclusive and first-hand access to the periodical MikaCycle Product and Pricing reports. This launch will additionally grant all MikaCycle members the ability to request product samples.

About MikaCycle:

MikaCycle is a French startup founded by a team of IT and sustainability experts, and supported by the sustainable venture studio Jumanji Studio.

MikaCycle aims to bring transparency and efficiency to the recycled plastic trading industry by digitalizing the end-to-end process of the vet-buy-sell transactions. It allows buyers and sellers to access reliable quality recycled materials, negotiate pricing and shipping terms directly, and use the [MikaCycle](#) platform to transact safely and efficiently with a payment and shipment guarantee. We believe technology plays a key role in shaping the future of a more circular economy and want to change the way the plastic recycling industry works.

To address the threat that plastic pollution is to marine environments, we have partnered with a few ocean plastic suppliers. Notably with **Heng Hiap Plashaus** to offer plastic waste that is collected and manufactured to be fully qualified, verified, and certified, Ocean Plastic. MikaCycle is also supported by BPI France's program designed to support the creation and development of green and circular business models.

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