

**Chammas & Marcheteau advises SEB Alliance and Starquest in  
Auum's €15 million fundraising (Green Chemistry/Industry)**

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**Chammas & Marcheteau** advised SEB Alliance and Starquest on Auum's €15 million Series B fundraising round led by Swen Capital Partners, alongside Blast Club and the company's historical investors.

Founded in 2019, Auum, an acronym for "Arrêtons l'Usage Unique Maintenant" ("Stop Single Use Now"), has set itself the mission of helping companies replace disposable glassware with a reusable, sustainable solution: it has developed a technology that can clean, disinfect and dry a glass in a matter of seconds using a small amount of water and no chemicals.

With this new funding, Auum plans to accelerate its geographical expansion in Europe over the next two years while opening up to other verticals such as cosmetics and solar panel cleaning.

The **Chammas & Marcheteau** team consisted of **Jérôme Chapron** (partner) and **Agathe Delforge** (associate).

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**About Chammas & Marcheteau**

Chammas & Marcheteau is a Paris-based independent law firm that advises companies, investment funds and entrepreneurs on their transactions and development strategies in France and abroad. With more than 60 specialists in business law, including 16 partners, the Firm offers its clients expertise in Private Equity, Mergers & Acquisitions, Funds and Financial Services, Corporate, Restructuring and Turnaround, Tax, Intellectual Property and Information Technology, Employment Law, Real Estate and Business Litigation.