



Designed for recycling

Let's give packaging a 2nd life



Our goals

with focus on the European recycling processes (No Greenwashing please)

- ✓ Support current waste streams & enable the reusability of packaging
- ✓ Promote & develop solutions to enable a closed loop system
- ✓ Consult about best packaging options and how to design for recycling
- ✓ Reflected handling with new developments & recycled materials on the market



Our recommendation

based on current knowledge from recycling companies, traders & experts

- | | |
|--|---|
| ! Ensure easy scanner identification | Reduce label or sleeve size to max. 70% of the container when using different materials |
| ! Use commonly sorted & recycled materials | PP, PE, PET – no foamed or filled materials |
| ! Don't use different kinds of material with the same density | Different types of plastic are separated based on their densities (e.g. PET sinks / PP floats) |
| ! Don't use materials that may interfere with reprocessing | Some substances can contaminate the recycling result (e.g. silicone, some functional barriers) |
| ! Make sure that labels can be recycled with the product | One type of material is the key |
| ! Go for a detachable label solution in the future | Fully recyclable through NaOH solvent adhesive & floating foil -> no residues from adhesive or inks |