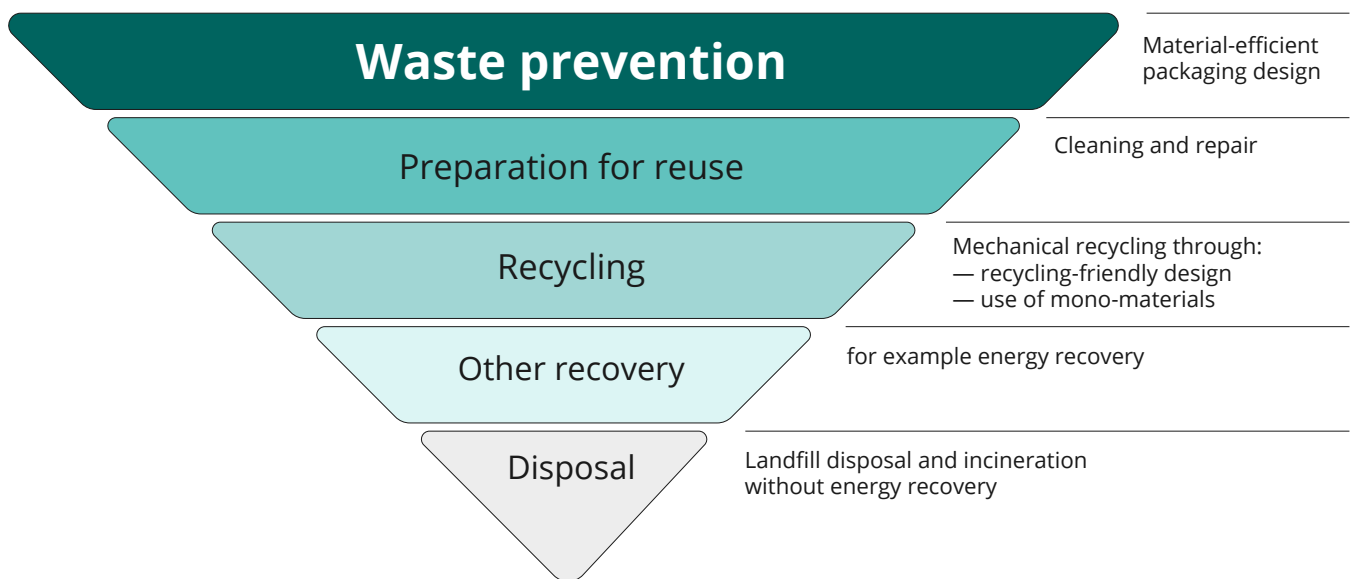


## ... ecological producer responsibility

### Waste prevention as the first priority in the waste hierarchy

Producers bear responsibility for the prevention, reuse and recovery of their packaging. This principle, known as 'extended producer responsibility', applies across Europe with the goal of conserving resources and preventing environmental damage. It means considering waste prevention right from the start when designing packaging and creating optimised, material-saving and resource-conserving packaging.



**Recycling-friendly design:** packaging made of mono-material is highly recyclable and can easily be put back into circulation.

The design and material characteristics of packaging are the key factors for its recyclability. If packaging is not made in a recycling-friendly way, it is lost as a secondary raw material. The goal of the Verpackungsgesetz (Packaging Act) is to incentivise recycling-friendly packaging. After use, packaging should be turned into a secondary product of the same material to the fullest extent possible.

## Worked examples for reduced material packaging

### 1. Lattice bucket made of virgin polypropylene

The lattice bucket pictured is made of 100 % virgin polypropylene (PP). Its special lattice design uses at least 15 % less material than a bucket with solid sides. In some cases, material use can be reduced by more than 30 %, depending on the type of solid-sided bucket. The lattice bucket is 100 % recyclable.



### 2. Thin-walled cup made of polypropylene

The white cup pictured is made of 100 % polypropylene (PP) and is often used for dairy products. The cup is made of virgin material because it is used for food. To save material, the sides are designed to be extremely thin. Since this packaging was first produced, ongoing optimisations have reduced material use by roughly 40 %, while maintaining the same packaging performance. These improvements are the result of technical advancement in both the materials involved and the production techniques used. The packaging is 100 % recyclable.



### 3. Flow pack made of polypropylene mono-composite

The flow pack pictured is a polypropylene mono-composite made of virgin material. It is used to package meat products. Compared to traditional packaging options for this product group, which comprise a combination of trays and films, the flow pack uses up to roughly 70 % less material. The pack is 100 % recyclable.



## 4. Cup made of polypropylene mono-material

This packaging is made of polypropylene (PP) mono-material, which has excellent material properties. In some cases, it is optimised to reduce material usage and conserve resources. It may feature labels made of a shrink-wrapped polypropylene plastic film. Overall, it:

- is highly sortable and recyclable;
- can be reprocessed into high-quality recyclates;
- is available for secondary applications (i. e. recyclability of the packaging is assured);
- protects the environment, conserves resources and helps reduce CO<sub>2</sub> emissions.



### In practice:

## Packaging made of 100 % polypropylene mono-material

- Optimised use of virgin material
- If labelled: in-mould labels made of plastic polypropylene, shrink-wrapped with heat
- Highly recyclable