

PACOON

Checklist for recycling-friendly packaging

The packaging industry is constantly changing. This assistance reflects a current status, which will develop in the following months and years.







Packaging Design



Corporate Branding



Brand Strategy

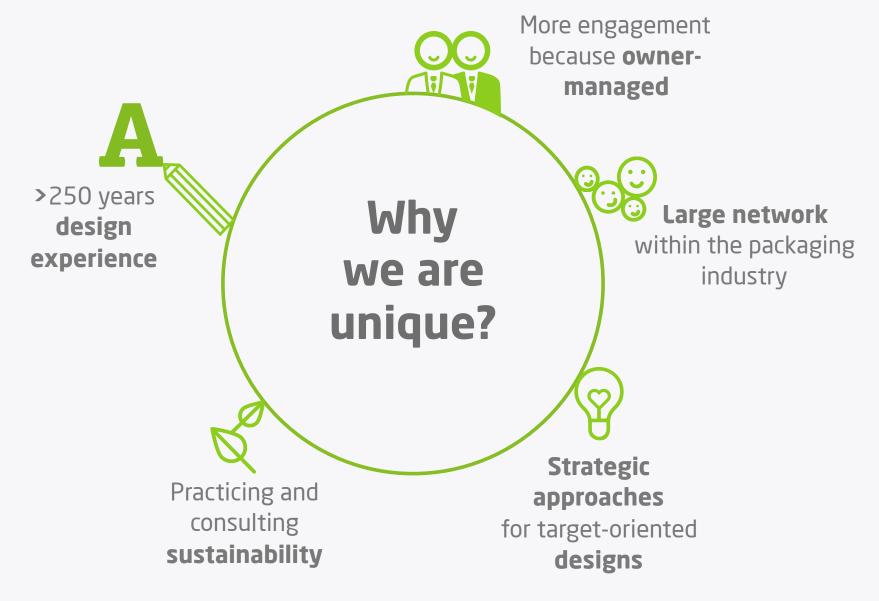


Sustainability











Design on behalf of good taste















Body & Care



















Beer & Beverages



PREMIUM PILS

extra herb



Technic & Electronic





Pharmaceutical & Medicine















Form, Function & Design





Design works!

Successful packaging concepts are more important than design awards.





Good design increases sales







Impact and recognition to create shelf space in competitive sector

Strong launch design ensures high attention and recognition and after 1 year secures the targeted 4th place in the cold remedy market.





Facelifting towards better product understanding

Significant increase in sales due to eyecatching and appealing visualization and textual clarity of selected SKUs in the first relaunch step.





Target group adequate design enlarges the market position

The launch of the "K's" brand has reached a younger target group in the important snack range.



We train employees in in-house workshops

We impart know-how from working groups & promoted projects

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Our services as Germany leading agency for sustainable packaging solutions

We compensate our CO2- Footprint since 2009



We develop your sustainability strategy

We screen your product range and identify potential for optimization.



# Design ideas for better recyclability of packaging





#### Pure polypropylene pouches



Photo: Frosta



#### Pure PP-box with inmould-labelling



Photo: Karwendel





Photo: Frosta

Folding box + PET-coated paper tray







Bottles of 100 % recycled material

Photos: DR. SCHNELL



#### **Using recyclates**



Photo: Edding





### **Aluminum omitted**

Photo: Nestlé



## Aluminum barrier replaced by PET



Photo: Zoega's





# Plastic replacement by fiber

Photo: Gilette



Photo: Shutterstock



#### Replacement of plastic filler





Winner ,Better-With-Less Design Challenge'

Photo: Metsä



## Do all foils have to be highly transparent? (avoid PET)





# And many more examples...



# Checklist for better recyclability



#### Plastic materials

- Use monomaterial PolyEthylen (PE), PolyPropylen, PET
- Use recyclates
- Avoid PET layers only for clear, transparent optics
- Avoid foamed PET
- Avoid black, carbon-based polymers
- Use light-colored plastics
- Avoid any PVC/PVDC labels or barriers

#### Tags and labels:

- Avoid big tags/labels
- Avoid water-resistant Labels
- Avoid Sleeves of bottles/cups



#### Composites:

- Fiber composites can be more positive than multilayers
- Use separable layers/coatings
- Avoid non-polyolefins (PO) with density <1</li>
- Avoid mix of foamed PO with PO

#### Tubes, Jars:

- Improving discarding of residues of tubes, jars
- Bottles with mono material closures / top / lid

#### Inks and adhesives/glews:

- Avoid heat-resistant colours
- Avoid heat-resistant adhesives
- prefer water-soluble adhesives and paints



#### Paper/cardboard

 Avoid wet-strength barriers/adhesives/materials that cannot be demonstrably recovered

#### Barriers:

- Avoid aluminum barrier if possible
- EVOH for PP und PE is favourable
- Avoid polyamide (PA) barriers with PE, PP
- SiOx barriers for oils, acids, water (steam) are favourable



Bioplastics BP (short version)

- Recyclability technically possible, but quantities too small for own sorting fractions in most countries
- BP can come from fossil or renewable raw materials
- Plastics from fossil raw materials can also be biodegradable or compostable
- ,biodegradable' does not only mean composting, but can mean micro decomposition into micro-particles (oxo-fragmentation)
- Check, if composting works in industrial composting or in home composting to avoid after-sales consumer-frustation
- BP is available for foil, moulded parts or barriers
- BP will not be seen worse then fossil plastic in packaging law
- Clearly define your strategy before using BP
- The origins of BP's resources are diverse
- BP are developing rapidly up-to-date information is essential



# You need more information? We can help you. Contact us!



### Strategic Sustainable Successful





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