



Annual Conference 2023 Label Working Group

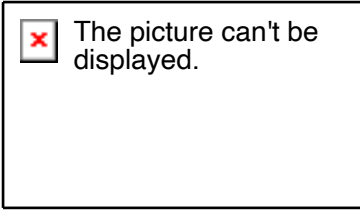
- February 1st & 2nd , 2023



Sofiane Mameri
Sustainable Development manager



Laurent Foldès
Market Development manager





Label Working Group

Task force Updates



Leader:



Ophélie Gourdou

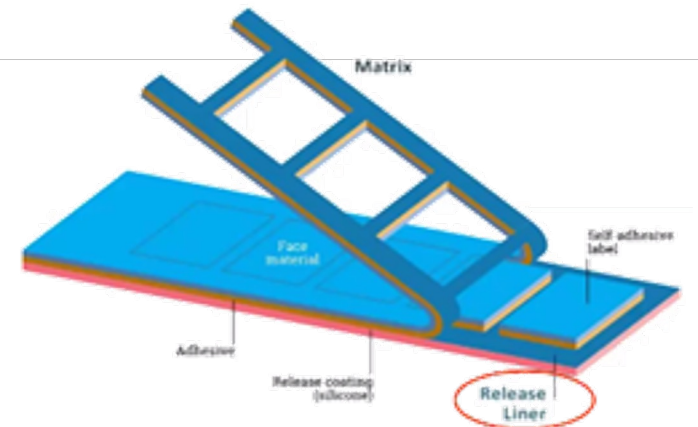


Goal:

- Identify and evaluate ways to recycle PET release liner's (European market ~ 19 ktons/year)
- Develop a circular economy model covering at least 75% of the waste by 2025

Targets:

- identify PET recyclers able to evaluate technical feasibility with trials and economical viability
- Establish PET liner recyclers network across Europe:
 - Identify participating recyclers and brand owners - pending
 - Gather technical specs of different PET liner composition - Done
 - Run technical trials - pending
 - Establish a business case (raw material incl. transport, process, investment...)- pending





Leader:



Flor Peña Herron



Targets:

- Review / update the design guidelines for the adhesives (PSL)
- Focus on glues behavior instead of their different type or the way they are applied (PSL or wrap around)
- Triggered some changes on Design for Reliability (DfR): avoid water solubilization and prefer adhesives that can remain on the core of the labels that all can be separated by floatation
- Review / update EPBP evaluation testing protocol to make it applicable to all adhesives (EPBP QT 508)

Call for Partnership to recyclers and washing producers:

- We are looking to partner from actual and/or future state of the art infrastructure that would be whiling to test our prototypes solutions.

Call for recyclers and washing producers





Leader:



Pierre-Yves LINOT



Goal:

With a CAGR of 6.2% by 2027, Full Body Shrink Sleeve Labels market needs to be taking care of to ensure sorting and recyclability of the bottles

Targets: Setting up guidelines to anticipate this evolution and guide European brands (2nd biggest market)

- Testing campaigns based on existing industry sorting evaluation protocol
- 4 development axis and testing campaigns :
 - Coverage (50% / 75% / 100%)
 - Thickness
 - % of translucent area within the full body sleeve
 - % transmission of the translucent area or ink opacity





Leader:



Laurent FOLDES



Goal:

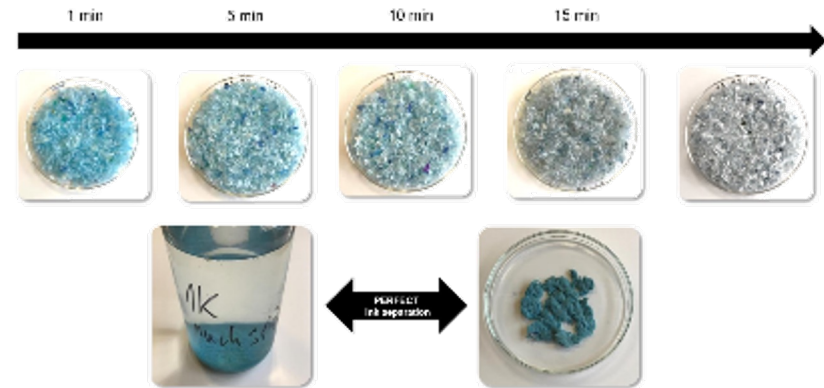
- Develop the 1st fully recyclable shrink sleeve label solution
- Evaluate potential impact of this new inks on the recycling stream
- Set-up an EPBP guidelines

Targets:

- Evaluate the impact of crystallizable PET (cPET) film and washable nonbleeding inks on:
 - Water contamination / NIAS / rPET quality
- Follow-up on industrial tests:
 - More than 60.000 bottles + cPET Sleeves evaluated in a standard recycling stream
 - Sorting detection at **NTCP**
 - Complete recycling evaluation at **PTI**



+ Washable and nonbleeding inks





Next Labelling Generation



Communication



Attraction



Sustainability



Security



**Container shape
freedom**



Protection





More than
1.3
billion tons of food
is lost or wasted every year, even as
1 in 9
people is undernourished





1. The label needs to inform and/or protect the container and the consumer whether for technological, or regulatory reasons.

2. The label placed on household rigid PET packaging placed in the EU market needs to be compatible with the mechanical recycling streams in place.

3. The label should contribute to efficient recycling of packaging waste at high rates and produce high quality secondary raw materials to enable a true circular economy.



Labels need to comply with National and European packaging legislation to support the fight against packaging waste.



European regulation on the provision of information to consumers on the suitability of foodstuffs for human consumption. INCO - 17/11/2022 : ON Label

- Special conditions of conservation;
- The use-by date for highly perishable foodstuffs that must be thrown away after this date;
- The date of minimum durability which indicates to the consumer the date on which the product retains its organoleptic, physical, nutritional qualities

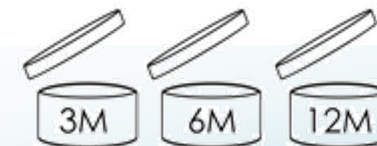


Labels need to comply with National and European packaging legislation to improve consumer information :



*European regulation on the provision of information to consumers on the suitability of cosmetics.
30/11/2009 : ON Label*

- The mention "best used by the end" or the hourglass symbol
- The symbol of the open jar for the period after opening which indicates the length of time the product can continue to be used after opening.





Labels need to comply with European packaging legislation to improve consumer information :



A current proposal for a regulation on packaging and packaging waste (PPWR – Article 11 labelling requirements), which would replace the current directive, (SUP Directive - 2019) ON or OFF Label

Producers and importers of waste generating products shall inform consumers, by marking, **labelling**, displaying or any other appropriate process, about their environmental qualities and characteristics, in particular the incorporation of recycled material, the use of renewable resources, durability, compostability, repairability, reusability, recyclability....in coherence with European Union law.



Revision of the Packaging and Packaging Waste Regulation (PPWR)

Our recommendations :

- *We need to have European standards rather than certifying bodies per Member state.*
- *A European packaging policy, can be done by exploring multiple solutions and it requires the full value stream collaboration including packaging professionals and considering technical innovation on a European and global scale.*
- *By a collaborative dynamic with European partners, the European packaging industry and member states will create by 2030, a lasting and impactful change, ultimately a change for the better.*



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Communications Campaign Website: <https://www.recycletheone.com/en>

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