



# Annual Conference 2024

## Label Working Group

February 7<sup>th</sup> & 8<sup>th</sup>, 2024



**Sofiane Mameri**  
Sustainable Development manager



**Laurent Foldès**  
Market Development manager



- 1. Working Group Labels Task forces updates**
- 2. EPBP design guidelines Vs Industrial use**
- 3. Post-Consumer Recycled (PCR) material in Labels**



# Label Working Group

## Task force Updates



# WG Labels

Task force Update: **PSL - Washing off adhesives**

Leader:



Noel Mitchell

Actions:

1. Samples of “ problematic labels “ received .
2. Finat market survey of decoration technologies in Europe .
3. Finat organising pilot-scale recycling trials .
4. Petcore survey of recyclers .
5. Discussion with EPBP regarding QT508 .







# WG Labels

## Task force Update: Floatable full body shrink sleeves

### Leader:



Pierre-Yves LINOT



**Open position for a co-leader**

### 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 bottles recyclability

### Targets:

Setting up guidelines to anticipate this evolution and guide European brands (2<sup>nd</sup> biggest market)

- Testing campaigns based on existing industry sorting evaluation protocol
- 3 development axis** and testing campaigns for 2 containers size and 2 films validated according the current guidelines.

1. Coverage (50% / 75% / 100%)
2. % of translucent area within the full body sleeve
3. % transmission of the translucent area or ink opacity



STEP  
1

**NTCP** national test centre  
circular plastics  
or  
**CIRCPACK**  
by **VEOLIA**

STEP  
2

Sorting tests with a positive ejection rate >80%



Leader:



Laurent FOLDES

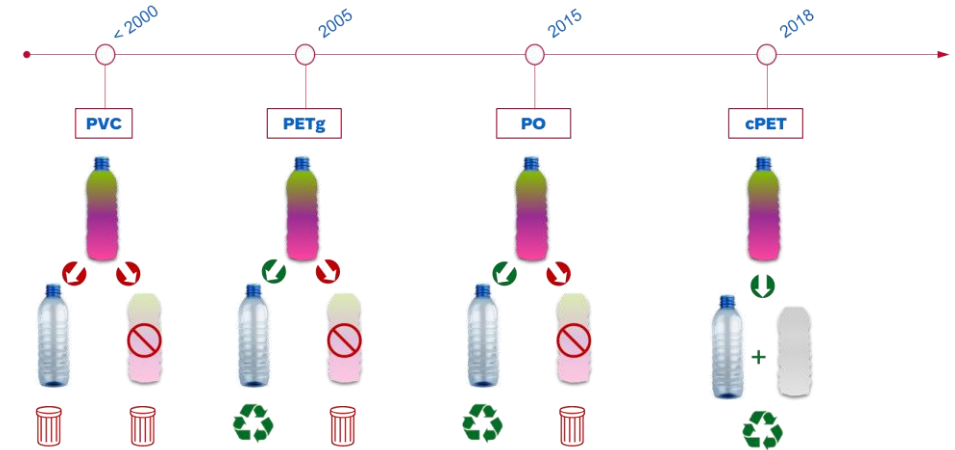


# Task force Update: **Crystallized PET shrink sleeves**

+ Washable and nonbleeding inks



Why?



Goal: Develop the 1<sup>st</sup> recyclable shrink sleeve LABEL solution

Targets:

- 🌱 Impact of crystallizable PET (cPET) film and washable nonbleeding inks on:
  - 🌱 Water contamination / NIAS / rPET quality
- 🌱 Industrial recycling trial on **60k bottles** with cPET Sleeves & washable inks
- 🌱 Sorting detection evaluation at **NTCP**
- 🌱 Complete recycling evaluation at **PTI**
- 🌱 rPET reprocessing into fiber with **40% cPET flakes** at **SENBIS GROUP**



Next Step(s)

- 🌱 Looking for “real life” industrial test on an SKU that we will be able to track down on a monthly based and measure potential impact at a recycler



# EPBP Design guidelines Vs Industrial use



- Transparent clear / light blue PET bottles
- Transparent colored PET bottles
- Opaque not White PET bottles
- Opaque White PET bottles

<b>YES</b>	<b>CONDITIONAL</b>	<b>NO</b>
<p>Full compatibility – materials that passed the testing protocols with no negative impact</p> <p>OR</p> <p>materials that have not been tested (yet), but are known to be acceptable in PET recycling</p>	<p>Limited compatibility – materials that passed the testing protocols if certain conditions are met</p> <p>OR</p> <p>materials that have not been tested (yet), but pose a low risk of interfering with PET recycling</p>	<p>Low compatibility – materials that failed the testing protocols</p> <p>OR</p> <p>materials that have not been tested (yet), but pose a high risk of interfering with PET recycling</p>

<b>Labels</b>	<p>PE; PP; OPP; all with density &lt;1 g/cm<sup>3</sup></p>	<p><u>lightly metallised labels</u>; <u>EPS</u>; <u>foamed PET (density &lt;0.95g/cm<sup>3</sup>)</u>; <u>paper</u>;</p>	<p>materials with density &gt;1 g/cm<sup>3</sup> (e.g. <u>PVC</u>; <u>PS</u>; <u>PET</u>; <u>PETG</u>; <u>PLA</u>); <u>metallised materials</u>; <u>non-detaching or welded labels</u>;</p> <p><u>foamed PETG</u> (even with density &lt;1 g/cm<sup>3</sup>); <u>PET with washable inks</u></p>
<b>Sleeves</b>	<p><u>sleeves with partial bottle coverage</u> in <u>PE</u>; <u>PP</u>; <u>OPP</u>; all with density &lt;1 g/cm<sup>3</sup></p>	<p><u>full sleeves translucent for IR detection</u> in <u>PE</u>; <u>PP</u>; <u>OPP</u>; <u>EPS</u>; <u>foamed PET</u>; <u>LDPET</u>; all with density &lt;0.95 g/cm<sup>3</sup></p> <p>(INTERIM: <u>Twin-perforated sleeves for household and personal care</u>)</p>	<p>materials with density &gt;1 g/cm<sup>3</sup> (e.g. <u>PVC</u>; <u>PS</u>; <u>PET</u>; <u>PETG</u>); <u>metallised materials</u>; <u>heavily inked sleeves</u>; <u>full body sleeves</u>;</p> <p><u>foamed PETG</u> (even with density &lt;1 g/cm<sup>3</sup>); <u>PET with washable inks</u></p>





# Overview of the **global LABEL** market

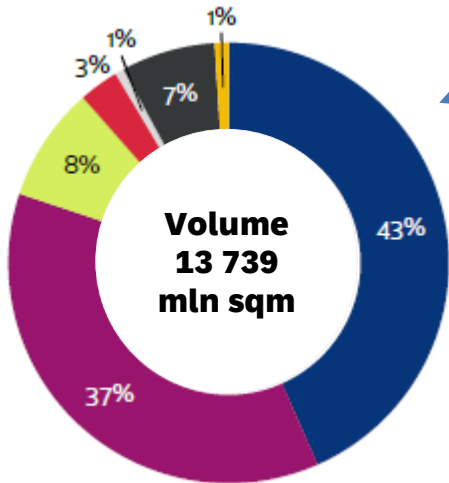
PSL, Sleeves...



# Overview of the global LABEL market

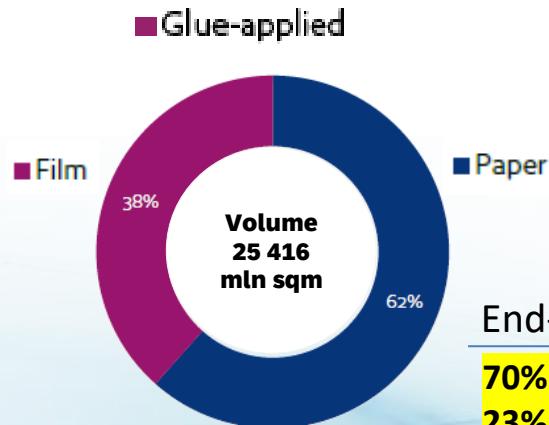
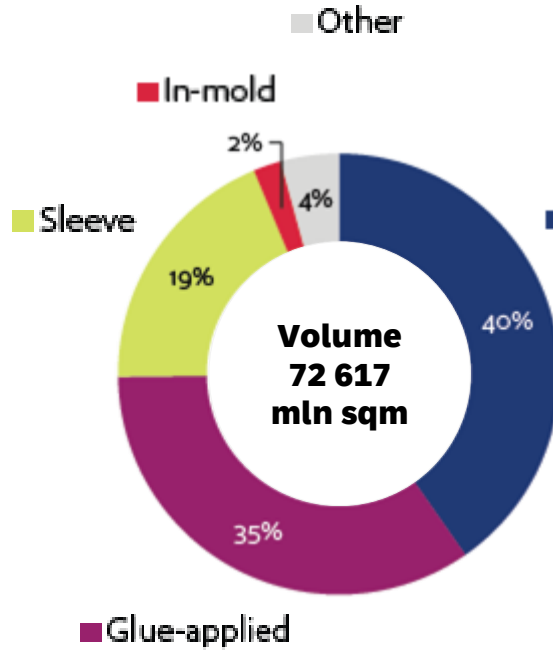
88%

- PVC
- PET/PET-G
- OPS
- PP
- PP/PO
- PE
- Others



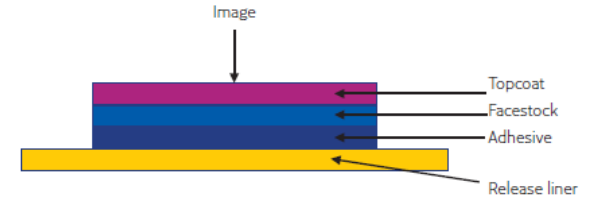
## End-Use Segment

- 64% Beverage
- 16% Food
- 10% Household Chemicals



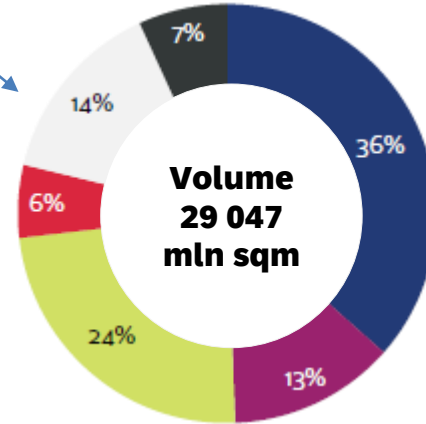
## End-Use Segment

- 70% Beverage
- 23% Food



73%

- Coated Paper
- Uncoated Paper
- Direct Thermal/Thermal Transfer
- PE
- PP
- Other

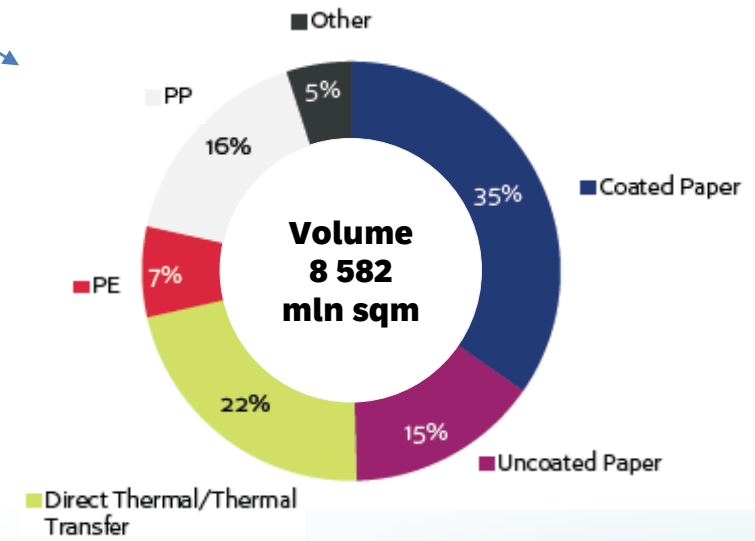
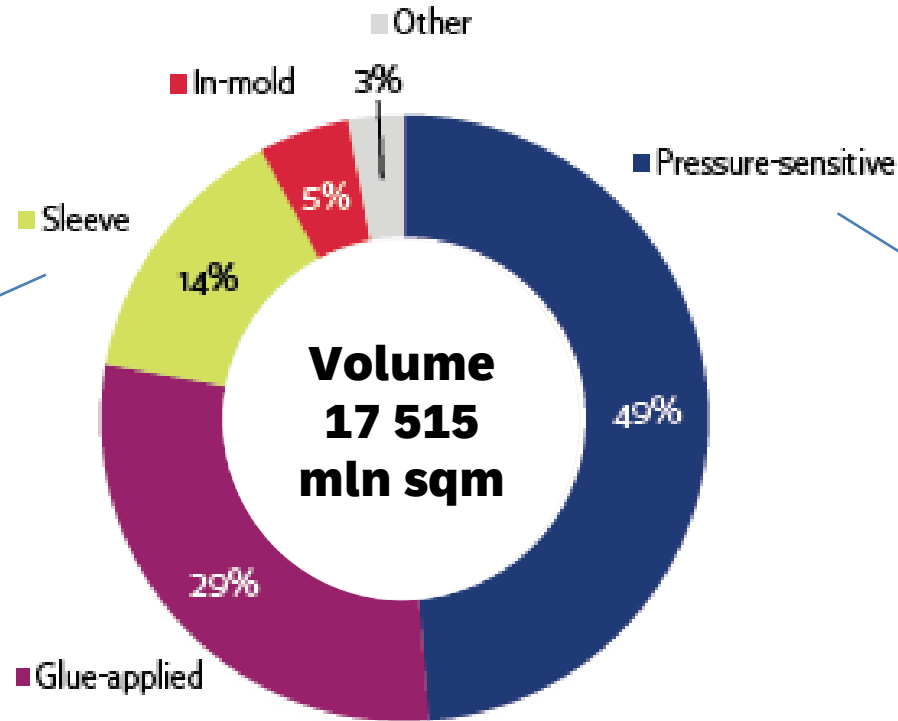
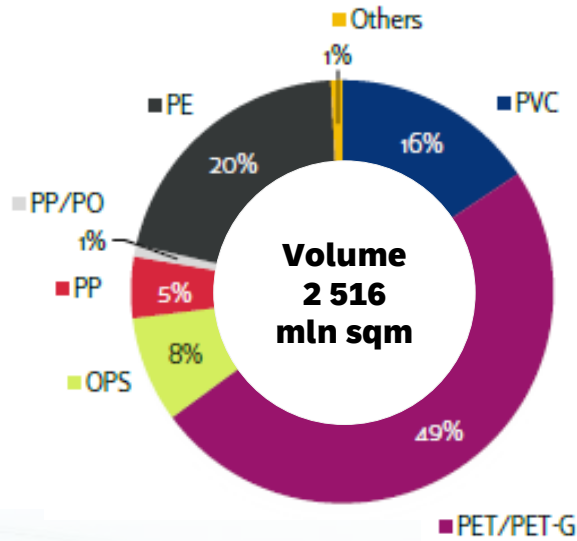


## End-Use Segment

- 23% Food
- 16% Transport & Logistics
- 13% Beverage
- 9% Retail

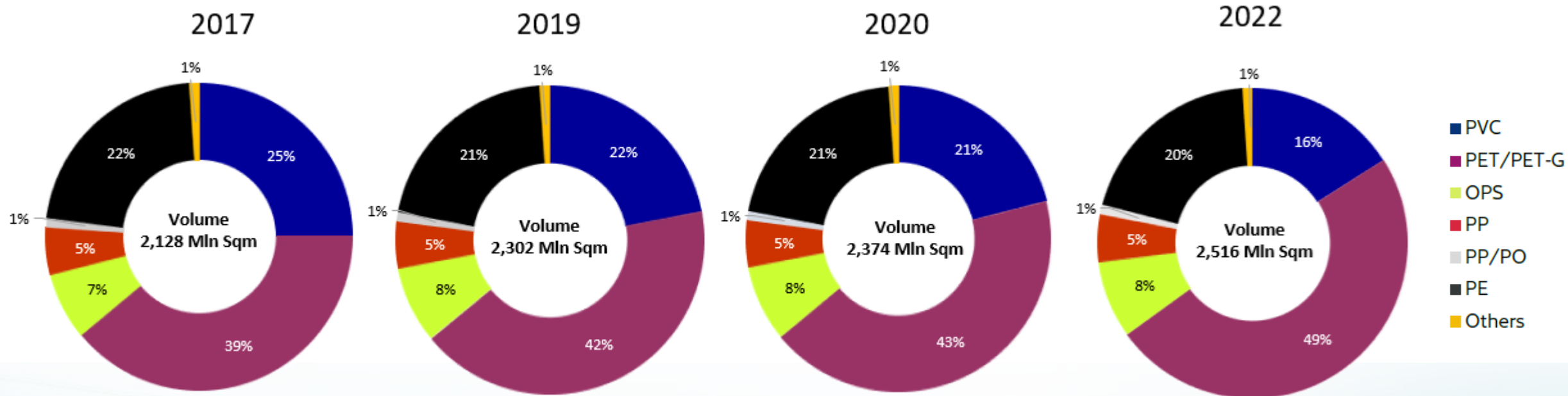


# Overview of the European LABEL market





# Overview of the European Sleeves market








# Post-Consumer Recycled (PCR) material in Labels



## PPWR Ambitious Goals

---

1. RESTRICT UNECESSARY PACKAGING
2. PROMOTE REUSABLE AND REFILLABLE PACKAGING
3. MAKE ALL PACKAGING RECYCLABLE
- 4. INCREASE USE OF RECYCLED PLASTICS IN PACKAGING** 
5. HARMONIZE LABELLING OF PACKAGING TO SUPPORT RECYCLING



# INCREASE USE OF RECYCLED PLASTICS IN PACKAGING

The PPWR proposes to increase recycled content in plastic packaging.

**Plastic part** in packaging shall contain the following minimum percentage of recycled content recovered from **post-consumer plastic waste**, (expressed per unit of packaging)

## Timeline :

- By 31/12/2026 Delegated Act with recycled content calculation methodology
- From 1/1/2029 Enforced
- From 1/1/2030 Modulation of EPR fees by RC (Art. 7.6)

Material	January 2030	January 2040
PET food packaging	30%	50% (except SUP beverage bottles)
Food packaging made from plastics other than PET (except SUP beverage bottles)	10%	50% (except SUP beverage bottles)
SUP beverage bottles	30%	65%



# INCREASE USE OF RECYCLED PLASTICS IN PACKAGING

---

- *For example, in the UK, items of single-use plastic packaging that contain less than 30% recycled content are taxed at £200 per tonne. While PET bottles can easily incorporate above 30% recycled content, **labels** and caps – which do not typically contain recycled material – are taxed separately.*
- **Tesco supermarket in the UK recently reported that plastic taxation for labels accounts for approximately 10% of the total annual plastics tax liability for one prominent own-brand beverage line.**





# Petcore Europe

Avenue de Broqueville 12, 1150 Brussels, Belgium

Tel.: +32 (0) 2 315 24 88

Email: [management@petcore-europe.org](mailto:management@petcore-europe.org)

Website: [www.petcore-europe.org](http://www.petcore-europe.org)

Dedicated Website - Annual Conference 2022: [www.petcoreeuropeannualconference.eu](http://www.petcoreeuropeannualconference.eu)

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

Follow us on social media to stay updated:

