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**Producer responsibility is enshrined in the Verpackungsgesetz:  
waste prevention is the first level of the 'waste hierarchy'**

Producers bear responsibility for the prevention, reuse and recovery of their packaging. This so-called 'extended producer responsibility' applies across Europe with the goal of conserving resources and preventing negative environmental impacts. Specifically, that means taking waste prevention into account from the beginning when designing packaging, developing optimised material-saving and resource-conserving packaging.

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

A packaging's design and material characteristics are the decisive factors for 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 foster recycling-friendly packaging. After use, packaging should be turned into a secondary product of the same material to the fullest extent possible.

**Example 1 for reduced material packaging**

The lattice bucket pictured is made of 100% virgin polypropylene (PP). The special lattice design achieves at least a 15% reduction in materials used compared to a container with solid sides; depending on the type of solid-sided bucket, reductions of more than 30% are possible. The lattice bucket is 100% recyclable.

**Example 2 for reduced material packaging**

The white cup pictured is made of 100% polypropylene 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 product optimisation achieved a roughly 40% reduction in the materials used while maintaining the same packaging performance. The potential for optimising the model while updating its design is the result of the technical advancement of the materials involved as well as the production techniques used in manufacturing the packaging. The packaging is 100% recyclable.



### Example 3 for reduced material packaging

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



### Overview of the advantages of the examples

Because the types of packaging pictured have exemplary material properties (mono-material, polypropylene), are optimised to reduce material usage and conserve resources in some cases and (where applicable) have labels made of a polypropylene plastic film that is shrink-wrapped onto the packaging, they:

- are highly sortable and recyclable;
- are capable of being reprocessed into high-quality recyclates;
- are available for secondary applications (i.e. recyclability of the packaging is assured);
- protect the environment, conserve resources and help reduce CO<sub>2</sub> emissions.

