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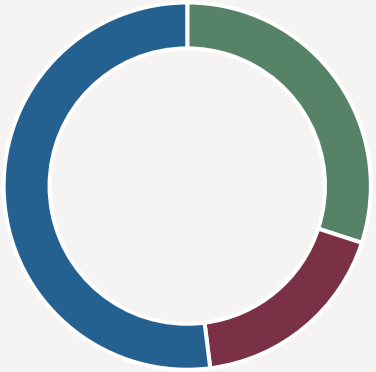
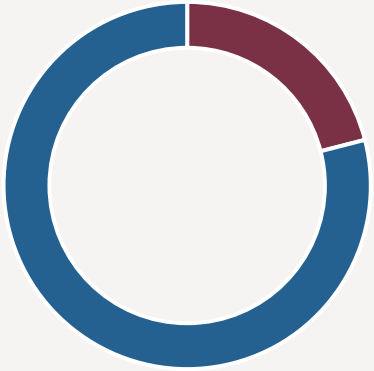
Beauty and sustainability in one as a response to challenges for the packaging market

Eye-catching packaging design key in consumer decision-making

Does packaging of a product impact your buying behaviour?



Did design of product wrapper inspire you in purchasing?



Yes
No
Sometimes

*International Journal of Novel Research in Marketing Management and Economics

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What happens to packaging after you take the product out?

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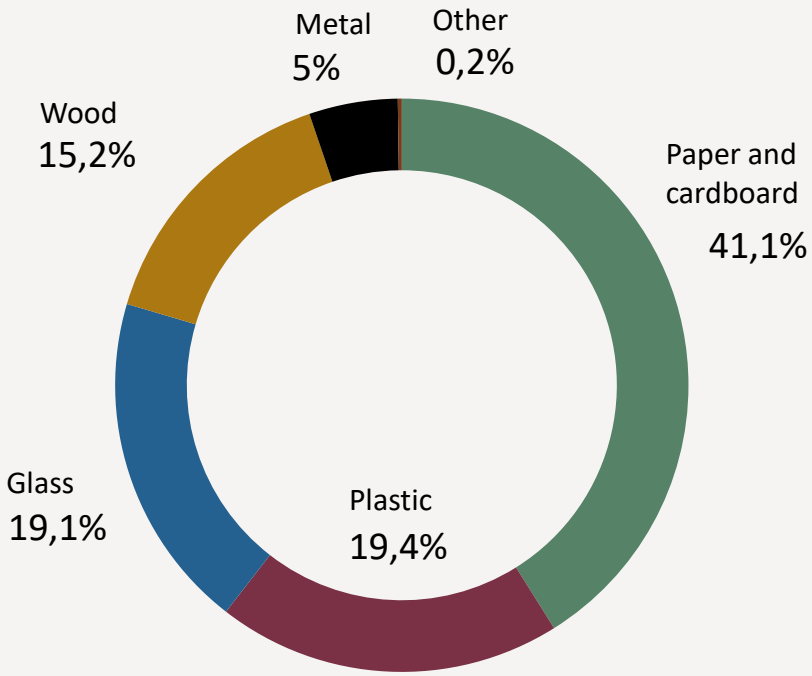
Reality

Packaging waste generated by packaging material, EU, 2020 (%)



Note: Eurostat estimates.
Source: Eurostat (online data code: env_waspac)

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Sustainable packaging is a requirement

European Commission

Packaging and Packaging Waste Directive 94/62/EC

- Reduce over-packing and waste generation by re-using & recycling of packaging
- Reduce the complexity, volume, weight of packaging
- Reduce the use of plastics

Plastic Tax EU Council Decision (Euratom) 2020/2053 of 14 December 2020

Member states' annual levy of 800 euro per tonne of non-recycled plastic waste, leading to duties for manufacturers and importers of consumer goods

Recycling targets / essential requirements

	Current targets (%)	By 2025 (%)	By 2030 (%)
All packaging	**55**	**65**	**70**
Plastic	**25**	**50**	**55**
Paper and cardboard	**60**	**75**	**85**
Wood	15	25	30
Ferrous metals	50 (incl. AL)	70	80
Aluminum	–	50	60
Glass	60	70	75

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The challenge

+

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Perception of sustainability?

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DOT2GREEN

Helping brands package beautifully in a sustainable way?

Responsible sourcing

We cooperate with FSC®/PEFC™ certified suppliers supporting responsible sourcing practices

ECO materials

Recycled board, low-migration inks, solvents, sustainable varnish, cellulose acetate window film, transferrable film instead of PET laminate

Smart design

Smarter, mono-material constructions and light weighting of packaging means less waste and less landfill generation

Plastic to paper

Replacing plastic packaging with paper and other recyclable alternatives, e.g. litho laminated board replacing vacuum forms and plastic trays

ECO technologies

- LED printing
- Cold foil
- *ECOLURE* (NEW!)

Product safety

Compliance with BRCGS global standards for food safety means packaging free of mineral oils and dangerous substances

Carbon footprint

We reduce the CO2 emissions on a yearly basis. By 2030 we aim to reduce our emissions by 44% and by 2050 be completely green!

Recyclability

Most of our production waste is recycled. Also packaging manufactured with the technology can undergo mechanical and organic recycling (compostable).

*ECO*LURE

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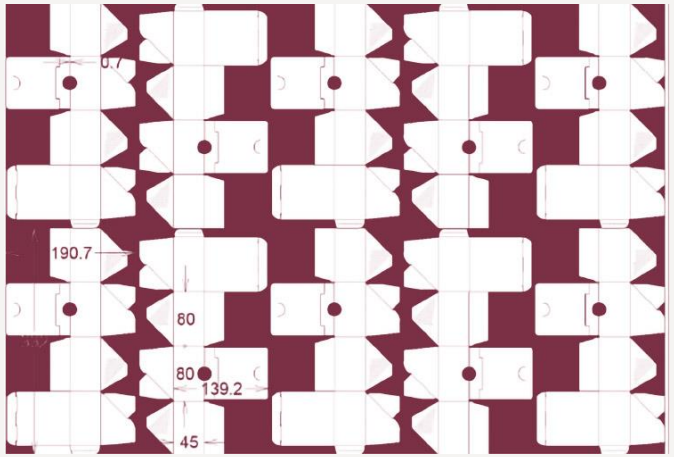
Smart design: raw material reduction

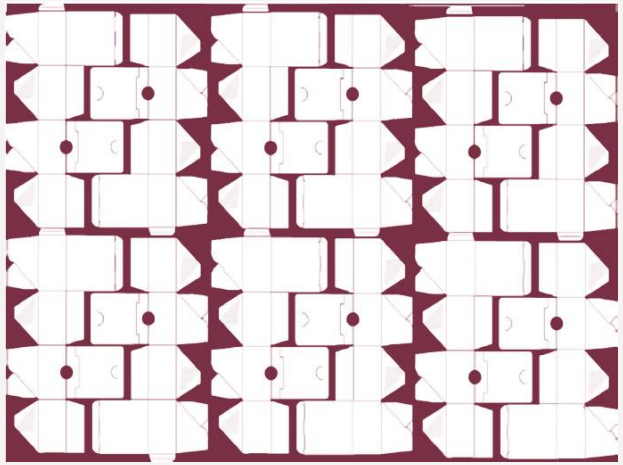
Goal:

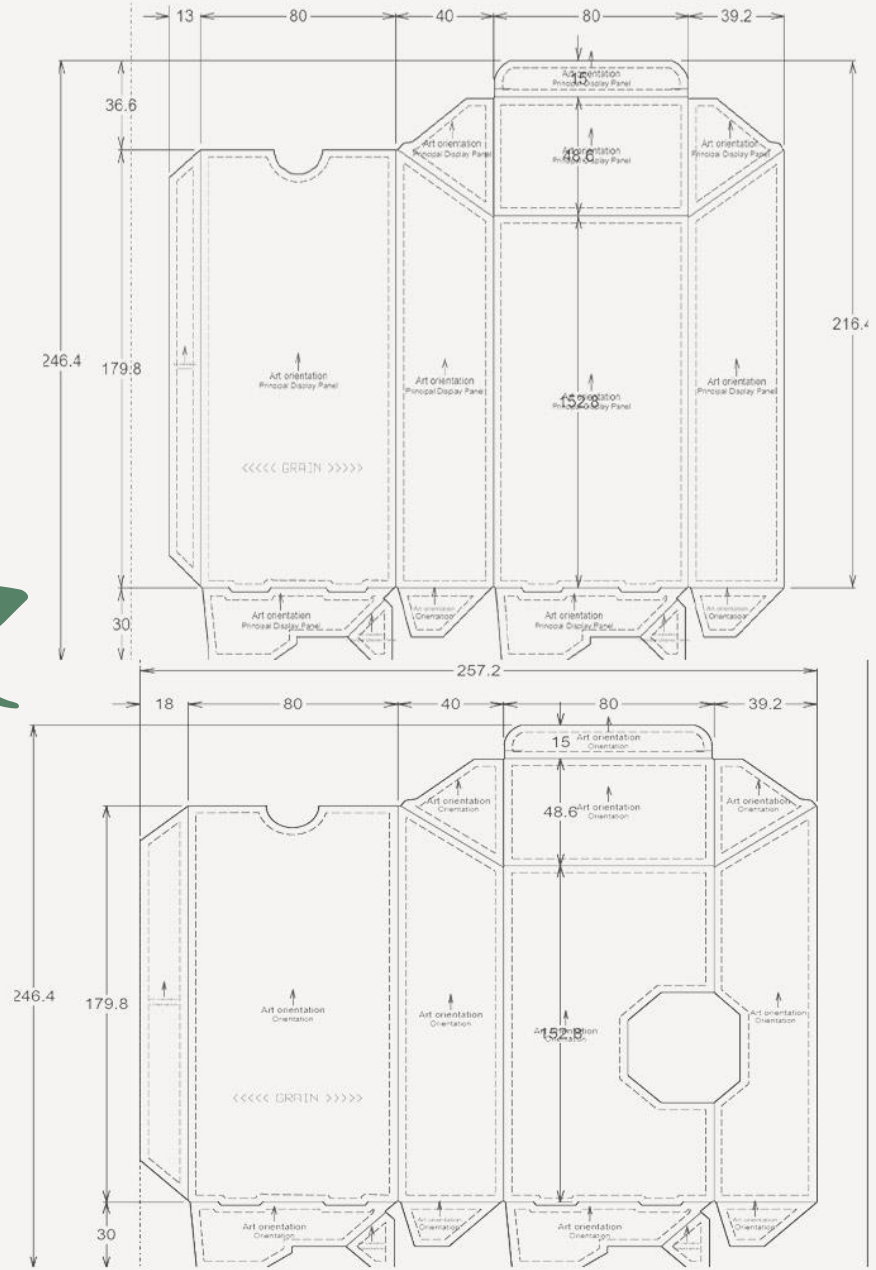
To redesign existing constructions to reduce material waste

Benefit achieved:

less board > less production waste > lower costs for client







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Smart design: Practicality and beauty combined

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Smart design: lightweighting

What we did:

- one unprinted construction across range -> less ink used
- change of board -> lower grammage
- Optimization of construction & sheet layout -> lower board consumption

Benefits for the client:

- lower board & production costs
- lower logistics and warehousing costs

Benefits for the environment:

- Less production waste (board)
- Lower energy consumption during print
- No increase of CO_2 emissions during transport

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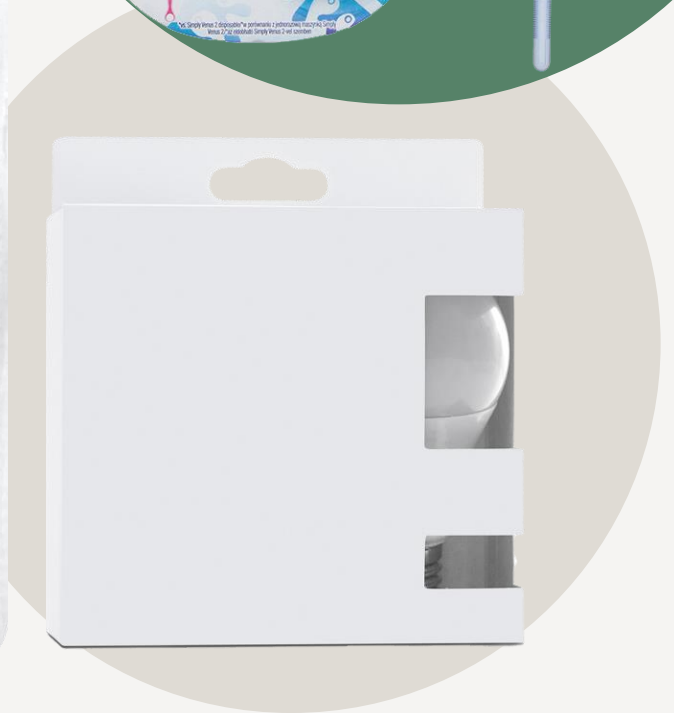
Plastic to paper

Goal

- reduce the number of packaging units
- eliminate plastic
- minimum impact on original design

Achived by:

- Selection of board with adequate properties to fit the dimensions & weight of the product
- New construction design to secure the product in line with the material change



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Plastic to paper

Goal:

To make the packaging fully recyclabe and mono-material

Achieved by:

- elimination of PET vac form
- all paperboard material
- integrated insert tray, single-piece box

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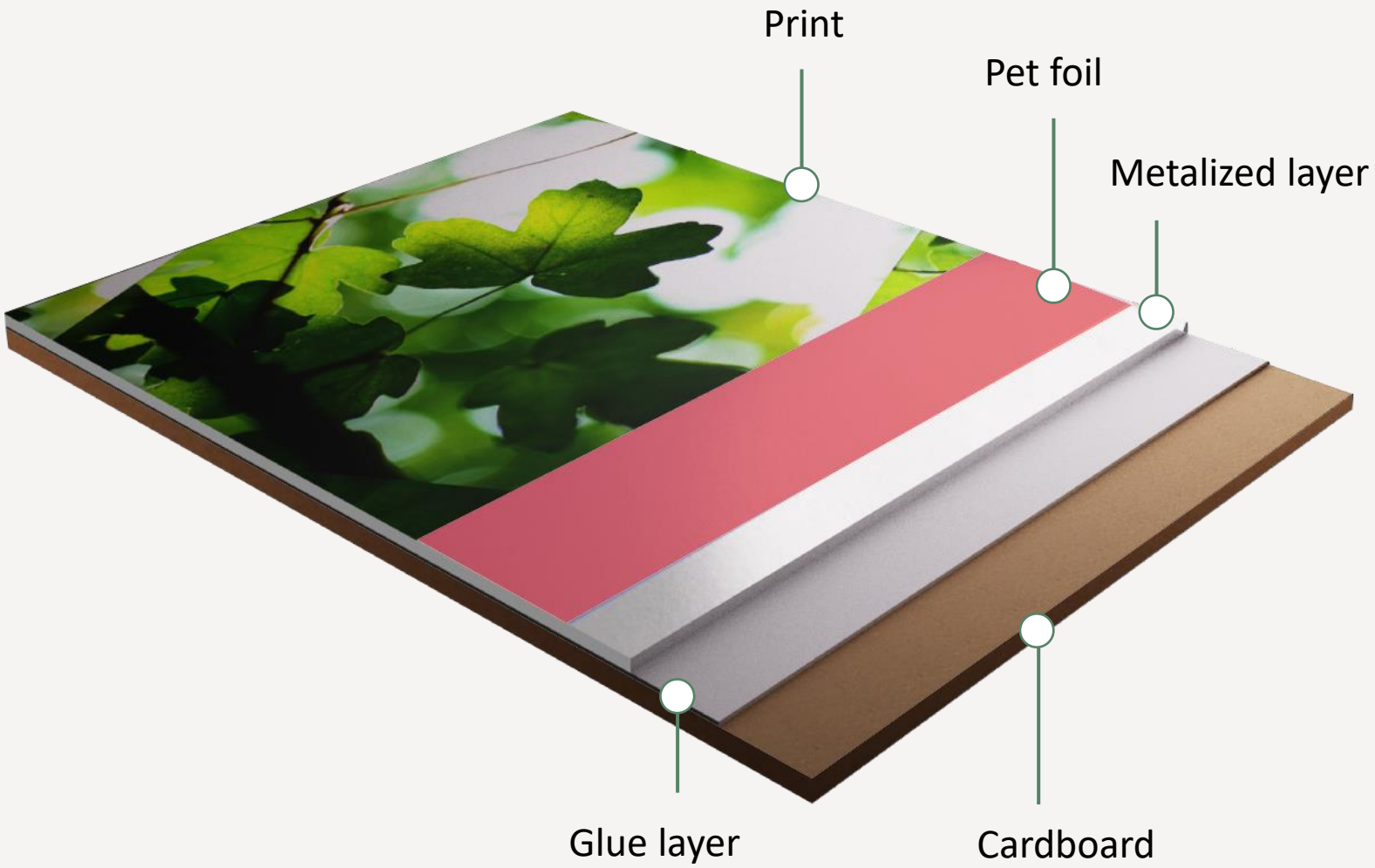
ECOLURE

Recyclable & compostable alternative

to traditional MET- PET lamination.

Traditional PET lamination



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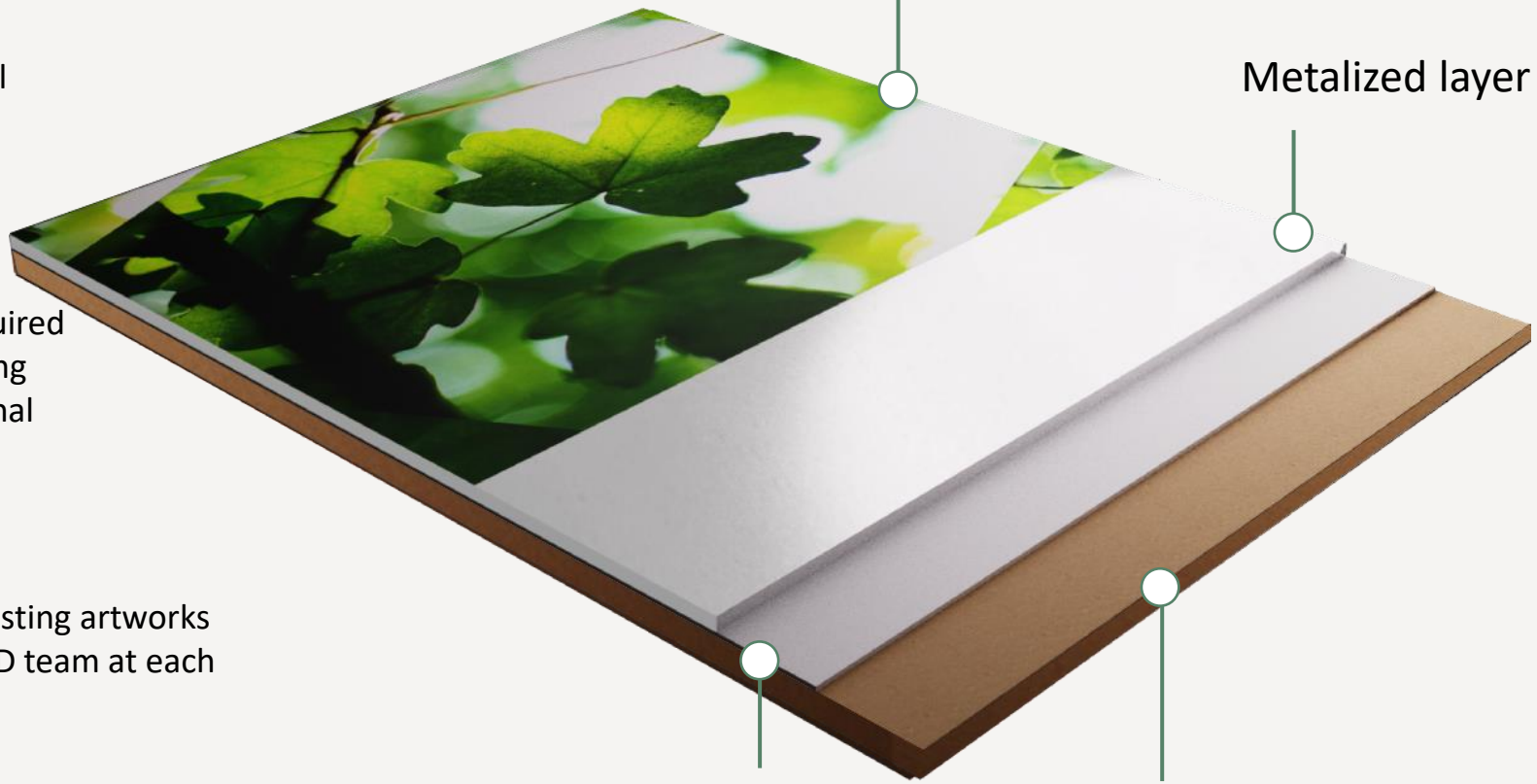
Benefits of ECOLURE

- Identical visual effects as traditional PET lamination without compromising on the quality.
- No change to current artworks required and no additional prepress or tooling costs when switching from traditional PET lamination.
- Sample tests available with your existing artworks and professional support of our R&D team at each stage of the project.



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Recyclability testing and certification, EN 13430

Outcome of a 2 year 11M euro research technology project, co-financed from the European Regional Development Fund in the framework of the Smart Growth Operational Programme 2014-2020.

Project scale

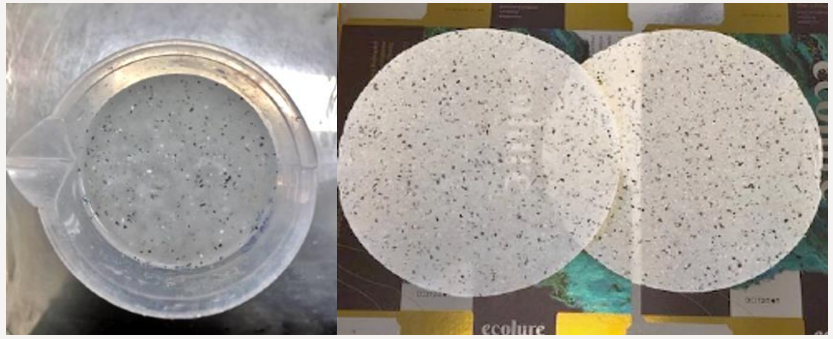
> 4,000 samples tested for parameters including gloss, water permeability, compostability level

Three project stages

1. Laboratory sample tests
2. Pilot production line set up
3. Product sample tests & certification – end 08.2022

Research

Research team from Warsaw University of Technology and Europe's third largest research network Łukasiewicz Research Network accredited by ILAC



ECOLURE certification

Recycling

EN 13430

Certifying Body:

COBRO
Łukasiewicz Sieć Badawcza
ilac
Tested by ctp Centre Technique du Papier
PMV
celabor
Fiskeby 1637
INGEDE

Sustainability Stamp on packaging:

Compostability

PN-EN 14806

EN 13432

Certifying Body:

COBRO
Łukasiewicz Sieć Badawcza
ilac

Sustainability Stamp on packaging:

OK compost

Conclusion?

Beauty + Sustainability

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