Product Design Materials For On The Go Packaging
Guidelines for packaging technologists and developers who use plastic packaging

First edition 2006 – Seventh edition 2017
- Includes contributions from members and contacts across the packaging and recycling chain
- LINPAC
- INCPEN
- Milliken
- RPC
- RPC BPI
- Renmar & Amut
- Valpak
- Axion
- WRAP
- Nextek
- Logoplaste
- Enval
Recyclability Tables for each Polymer reviewed and revised by RECOUP on a regular basis
Considerations:

- Materials
- Size
- Colour
- Adhesives
- Components
- Labels

Pack reviews and independent recyclability assessments
Consumer Role In RBD

Will the consumer follow instructions? What effect will this have?
STREAMS & DESTINATIONS FOR PACKAGING DISPOSED ‘AWAY FROM HOME’

Primary Streams
- Litter
- Street Clean
- General Waste
- Recycling

Destinations
- Natural Environment
- Landfill
- Energy Recovery
- Recycling

Consumption
Recyclability By Design - Case Studies

EXAMPLES OF RIGID PLASTIC PACKAGING, ASSESSED FOR CAPABILITY OF RECYCLING

EASILY RECYCLABLE AND COULD BE BETTER
Removeable top film / base label

Sainsbury’s mixed olives
Easily removeable top film; base label is removed at same time
Removable sleeve, removable top film

Tesco Rice Pot

Clear PP tray, removable top film, recyclable card sleeve
Clear rPET tray (clam shell pack), removeable sleeve, **price label**

Price label added (in store?) direct to tray (not to card sleeve)
Removable sleeve, removable top film

Clear PET tray, removeable top film, recyclable card sleeve
Removeable sleeve

Clear PP pot with no additional labelling
Tray below 40mm ht.

We have to be aware that some small trays are part of the packing process. Simply cannot pack without them.

This may be one of those.

Need to trial to establish how much of an issue this is.
PVC Shrink Sleeve

May prevent the bottle from correct sorting

If PVC is included with PET bottles, this is a major contaminant.
Recyclability By Design
2018 programme plan

- **Spring 2018**
  - Summary / simplified version
  - Version for Product Developers

- **Late 2018**
  - “How to be a good recycler” - recyclability for the public
  - Review of recyclability of non-food packaging
Recyclability by Design - ‘Away From Home’ Packaging - best approach tbc.

➢ Case studies?
➢ Category reviews?
➢ Bespoke guidelines?
➢ Beyond Plastics?
➢ Which systems?

✓ Funding Support
✓ Become a RECOUP Member
✓ In Kind Support