

CIRCPACK

by  VEOLIA

CERTIFY

certification on circular
packaging

*Supporting brand owners, packaging companies
and retailers in their quest for circular packaging*

1 The CERTIFY Methodology

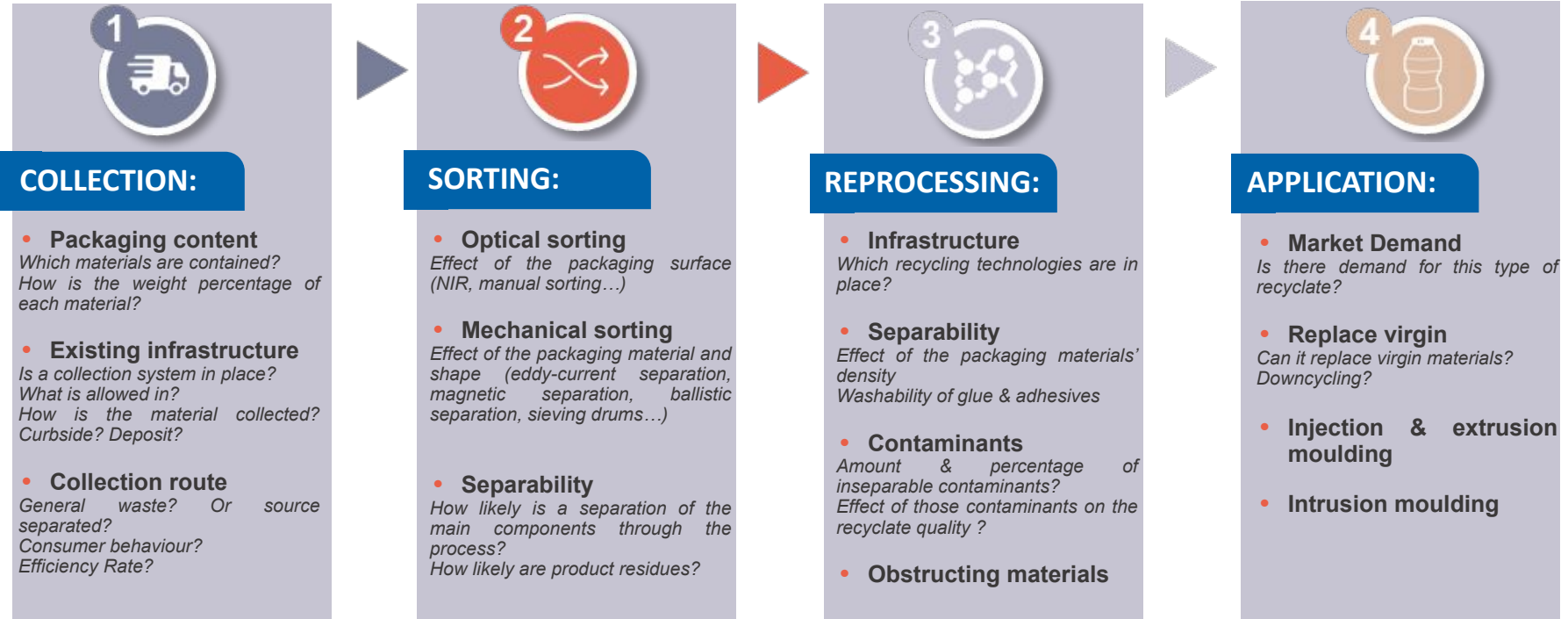
GLASS, PAPER & CARDBOARD, STEEL and ALUMINIUM PACKAGING

- **CERTIFY** provides concrete proof on recyclability. It is an objective quantitative analysis of the actual day-to-day recyclability of a packaging.
- The result of the assessment is presented in the form of a class and percentage.
- The methodology and assessment are based on years of experience in **collection, sorting & recycling** of materials in multiple countries. The methodology is equipped to assess the recyclability of packaging on an industrial scale in today's recycling industry.
- On top of providing a clear image of the current recyclability, it also challenges companies to further improve the circular design of their packaging.

**This document will guide you through
the certification process of your packaging !**

2 What is “Recyclable”?

In order to be assessed as recyclable, four steps have to be met:



3 Types of Assessment

Three types of assessment can be made for PAPER & CARDBOARD, GLASS, STEEL and ALUMINIUM packaging

BASED ON COMPLETE & FINAL PACKAGING:

1. Design for Recycling Assessment

It classifies the technical recyclability of a packaging on the EU market.

2. Recyclability Rate Assessment

It classifies and rates the technical recyclability of a in a specific country for which the assessment is conducted.

BASED ON SEMI-FINISHED PACKAGING:

3. Letter of Compatibility

Is the assessment of recyclability of a **semi-finished packaging**. Assessment is based on Recycling **Guidelines** and an **operational sorting test**.

It classifies the technical recyclability of a semi-finished packaging on the EU market.

The resulting score for of the semi-finished packaging is typically the maximum possible score of the final packaging.

The score provides a good indication of sorting behaviour and reprocessability.

4 How we run your test

What we will do:

- We **check** your **input-data** on the composition of your packaging;
- We **analyse** your packaging on **expected behaviour** and possible issues;
- We test how **residue** remains in the packaging and how it can influence sorting and/or reprocessing
- We run an operational sorting test
- We check the **local availability** of collection, sorting and reprocessing;
- We **calculate the scoring** and **write the report based** on the methodology.

What we need from you:

- Samples packaging
Delivery address can be found in the proposal
- Your demand: general EU + 3 recyclability or country specific?
- The exact composition of your packaging (*filled input data*)
- The signed proposal

The final report and certificate / statement will be delivered to you within 6 weeks after receiving all the above

What you will get

Based on your request, we will provide you with:

- A full assessment of recyclability of your packaging;
- The certification report showing the analysis and scoring of the packaging;
- Advise on how your score could be further improved;
- Certificate or Letter of Compatibility.



6 The tools: Design for Recycling Guidelines

MATERIALS:

- PET-bottles
- PET-trays
- PP rigids
- PP flexibles
- PE rigids
- PE flexibles
- PS
- Paper & cardboard
- Beverage cartons
- Glass
- Steel
- Aluminium



Optimise sortability and reprocessability of your packaging.
These guidelines help you in your design choices.

Expertise & certification on circular packaging

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More info?



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