Challenges created by the decreasing popularity of plastic materials

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Why do plastics end up in the sea?

- Are we responsible for this situation?



Ecological footprint of Dilucup before vs after batch 1113:

- The resources we use producing Dilucup, electricity, water, paper, plastics
- Quantity of plastic we use
  - One blister batch 1112 / empty 42 cups / weight 93,3 g
  - One blister batch 1113 / empty 42 cups / weight 79,1 g

NGOs, governments and the industry are **setting targets**



EU Strategy for Plastics in a Circular Economy

Timeline: 2030

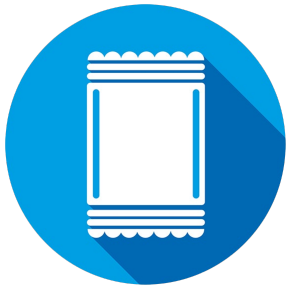
- 100% of plastic packaging designed to be recyclable or reusable
- Revised requirements for placing packaging on the market, based on definition of designed for recyclability
- Award innovation and smart design

THE UK PLASTICS PACT

Timeline: 2025

- 100% of plastic packaging to be reusable, recyclable or compostable
- 70% of plastic packaging effectively recycled or composted
- 30% average recycled content across all plastic packaging
- Eliminate single-use packaging (i.e. straws)

What is the real issue?



Is it the packaging?



Is it the recycle system?

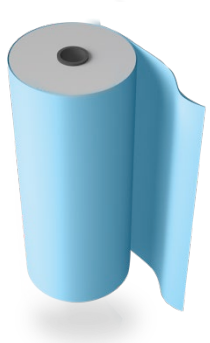


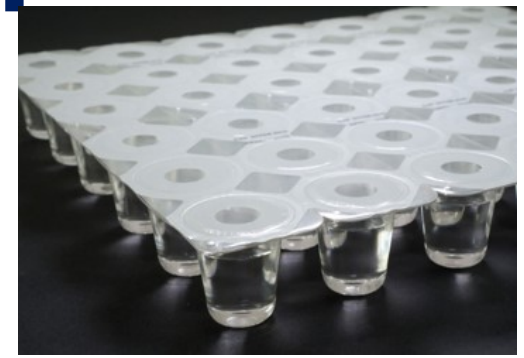
Is it the end users behaviour?

We need all 3 for the packaging to be recycled

How to recycle our Dilucup?

Designed to be recyclable is the first step





Infrastructures in place to collect, sort and recycle Dilucup



Recyclable

Consumers reuse or recycle packaging



Recycle

Recycling around the world



aluminium	paper	recyclable plastic (プラマーク *pura māku*)	steel	polyethylene terephthalate

1 PETE	2 HDPE	3 PVC	4 LDPE	5 PP	6 PS	7 OTHER
polyethylene terephthalate soft drink bottles, mineral water, fruite juice container, cooking oil	high-density polyethylene milk jugs, cleaning agents, laundry detergents, bleaching agents, shampoo bottles, washing and shower soaps	polyvinyl chloride trays for sweets, fruit, plastic packing (bubble foil) and food foils to wrap the foodstuff	low-density polyethylene crushed bottles, shopping bags, highly-resistant sacks and most of the wrappings	polypropylene furniture, consumers, luggage, toys as well as bumpers, lining and external borders of the cars	polystyrene toys, hard packing, refrigerator trays, cosmetic bags, costume jewellery, CD cases, vending cups	other plastics, including acrylic, polycarbonate, polyactic fibers, nylon, fiberglass

This identifies the type of plastic resin used to make the item by providing a 'Resin Identification Code'. It is represented with a 'chasing arrows' symbol surrounding a a number between 1 and 7 that defines the resin used.



The Green Dot

The Green Dot does not necessarily mean that the packaging is recyclable, will be recycled or has been recycled. It is a symbol used on packaging in some European countries and signifies that the producer has made a financial contribution towards the recovery and recycling of packaging in Europe.





The RESY (GmbH) licensed symbol is for consolidation of transit packaging manufactured from corrugated cardboard only. It guarantees that packaging is recyclable. Note: use requires permission.

Is it the end of all plastics?

Interesting comparation of package case studies, its energy consumption and its holistic view in a sustainable world.

- https://www.flexpack.org/sustainable-packaging/lca-case-studies/

Important information about flexible packaging and how it supports sustainable production and consumption.

- https://www.flexpack-europe.org/en/quick-overview-en.html

In this SUSTAINABILITY REPORT 2018, you find information about what our supplier Flextrus does for a responsible production and use of plastics. Read the page 36 for details regarding its environmental focus.

- https://www.flextrus.com/-/media/Files/Sustainability%20reports/ARP_Sustainability%20report%202018.ashx?la=en

Thanks for your attention