

EU PLASTIC DIRECTIVE – DEVELOPED TO SAVE THE PLANET?

REGULATIONS ARE NOT SUPPORTING THE BEST POSSIBLE CIRCULAR ECONOMY



EU VISION FOR A CIRCULAR PLASTIC ECONOMY

“A smart, innovative and sustainable plastics industry, where design and production fully respects the needs of reuse, repair, recycling and brings growth and jobs to Europe and helps cut EU’s greenhouse gas emissions and dependence on imported fossil fuels.”

*Adopted EU action plan, December 2015

- Alternatives to plastic not thought through. Environmental impact not calculated (CO2, PEF)
- At times of increasing population, agricultural land is converted into raw material plantations
- Every year 158,000 square kilometers of tropical rainforest are cut down - for wood, paper, conversion into palm oil or soy plantations etc...
- Degradable is NOT circular. It must be a circular economy, only then our planet has a future.

EU PLASTIC DIRECTIVE – DEVELOPED TO SAVE THE PLANET?

SUPPORT FOR INDUSTRY MISSING IN A LOT OF AREAS

- There is no EU concept for TODAY.
Only targets of bans (SUPD, Marking) – Targets for 2030 are achievable, much earlier with support
- Current regulations are counterproductive instead of actually promoting. And thus suppress the possibility of recycling
- Financial support from the public sector not discernible
– no programs available or impossible to apply for
- **Taxes** are announced which are not clear how to track and monitor
– and the money is not planned to be re-invested into the industry
- Plastic products from non-EU countries are insufficiently controlled. Producers from the EU are not protected



SOLUTIONS ►

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THE ONLY WAY TO SAVE THE PLANET...

SUSTAINABILITY



- Transformation of single use thinking into sustainable business model
- Sustainability report to measure, understand and communicate the economic, environmental and social performance
- Set goals/targets based on sustainability report of authorized institutions
- Create CO₂ and PEF awareness
- Sustainable investments to secure value creation

DIGITALIZATION



- Change processes, objects (i.e. products) and events to facilitate consumer interaction
- Tools to allow immediate reaction on unexpected changes/situations – Data pack creation
- System development to allow free competition in the value chain
- Product monitoring at any moment in time – improves regulation and control (Track and Trace)

MARKETING



- Transparent communication and visualization is key
- Solutions and commitments towards consumers who will create demand for these ideas
- Non conflicting messages – confusion creates rejection
- Information not education
- Interaction through events – partnerships on different places in the value chain

DIGITALIZATION IS THE KEY.

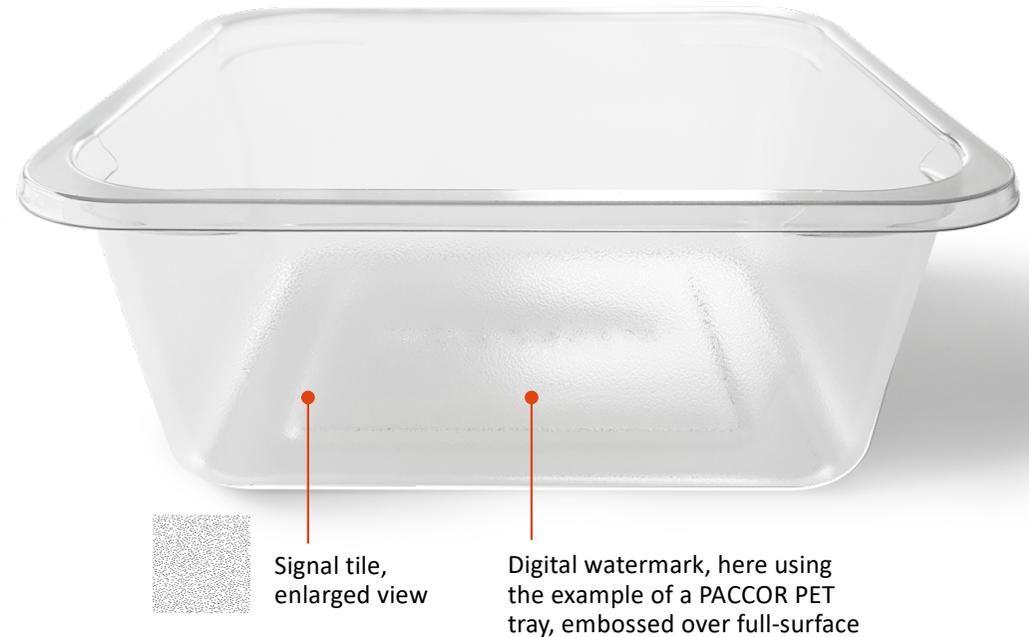
THE DIGITAL IDENTITY FOR PACKAGINGS!



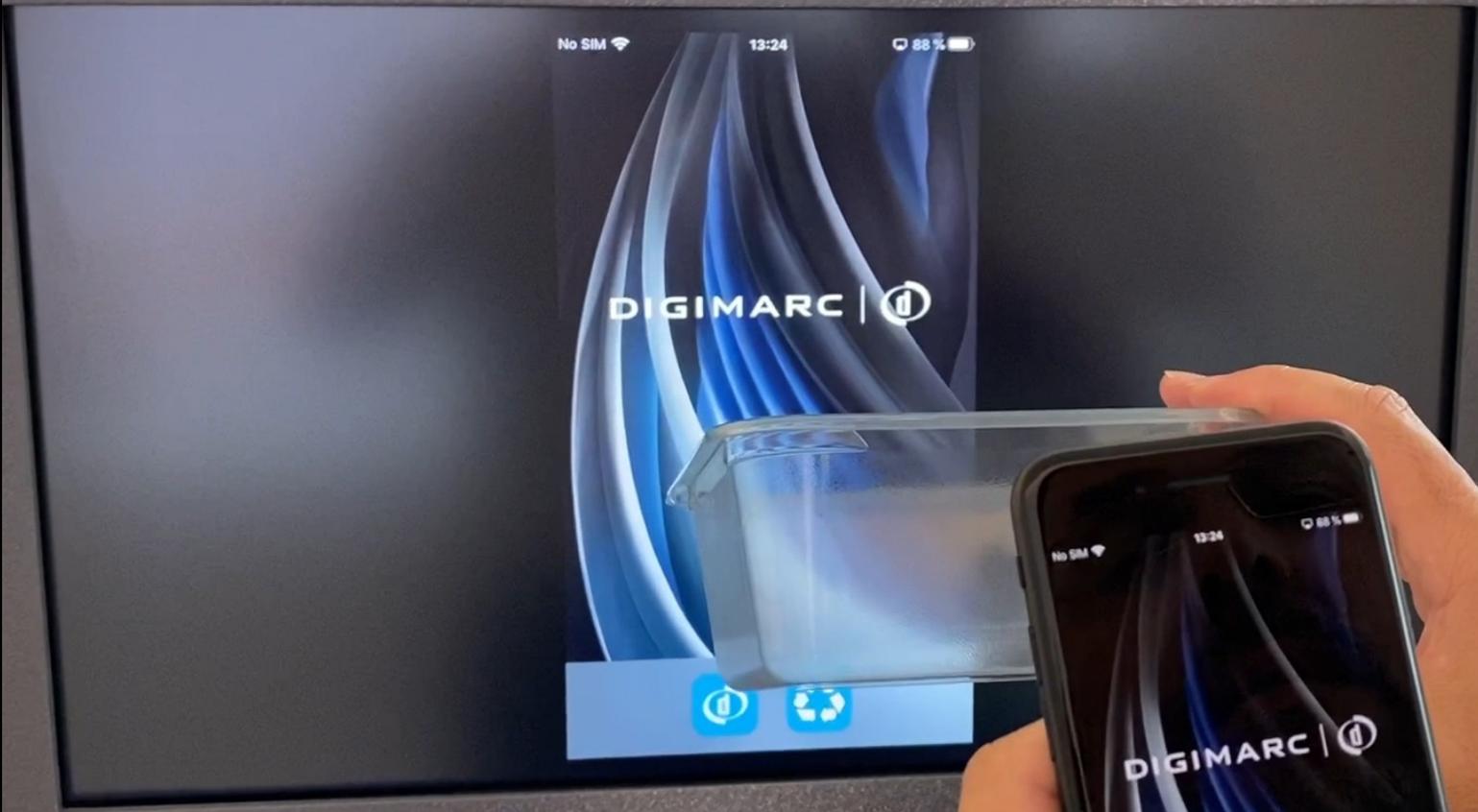
PACCOR GIVES PLASTIC PACKAGING A DIGITAL IDENTITY

FOR REUSING VIA RECYCLATES

- Correct identification of each package
- For the first time differentiation is possible between
 - food and non-food packaging,
 - sorting all coloured and multi-layer packaging
 - recyclable or compostable material
- PACCOR is first packaging manufacturer who managed to apply the Digimarc Barcode to commercially available rigid plastic packaging surfaces
- SPECIFIC INFORMATIONS FOR CONSUMERS
Also mobile phones can read a package and added features such as transparency, product explanations, material composition, recyclables allocation, coupons, etc.



 PACCOR



I AM A BLACK PACKAGING

*My digital identity tells you a lot about me.
I have saved following information in my code*

Colour. Black

FOOD OR NONFOOD. Food,
I have packed food

MATERIAL. 100% recyclate / 0% virgin

WEIGHT. 32,29 g

ECOLOGICAL BALANCE. 2,51E-06 / packaging*

RECYCLABLE. Yes

REUSE. Yes, for any type of food, without any
risk

PRODUCER. PACCOR Finland OY, Hämeenlinna



STATUS QUO. With today's technology, black is considered non-recyclable

* Internal cradle-to-grave life cycle assessment study carried out in accordance with ISO 14040/14044 standards using the PEF (Product Environmental Footprint) method (Environmental Footprint 2.0) characterization factors. End of life: recycling. The GaBi 9.2 Professional software and the Ecoinvent 3.5 datasets were used in performing the LCA. The PEF single score is dimensionless.

PACCOR
PACKAGING SOLUTIONS

THREE VERSIONS OF CODE

VISUALLY IMPERCEPTIBLE



3D
Plastic packaging



Traditional Printing
for paper banderole
„DuoSmart®“



In-Mold Label
for Plastic Container

DIGITAL IDENTITY...

PACCOR IN PARTNERSHIP WITH DIGIMARC



**DEVELOPED TO SAVE THE PLANET
...AND THE PLASTIC INDUSTRY**

THANK YOU FOR YOUR ATTENTION.

Any questions? We are happy to help. You are welcome to contact us.

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