

# CIRCPACK

by  VEOLIA

## Expertise & certification on circular packaging

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

- A. We are an **Independent international consultant**
- B. Our core is “**Recyclability of packaging**”
- C. We combine **theoretical expertise** with **operational proof & know-how**
- D. We are **material agnostic**
- E. We believe that brand owners, packaging companies and consumers benefit from **harmonisation & cross country alignment**
- F. Being part of the **Veolia group** provides international presence and **access to local knowledge & operational industrial facilities**
- G. We differentiate ourselves by our **international approach** and **operational knowledge**

# Our services:

## Expertise & certification on circular packaging

We support brand owners, packaging companies and retailers to improve recyclability of their packaging.

1

## TESTS & ADVICE

Test, understand and improve the recyclability of packaging



2

## CERTIFICATION

Certification of recyclability for your packaging



3

## DESIGN GUIDELINES

Eco-design recommendations to optimise recyclability of packaging



4

## MASTERCLASS RECYCLING

Online-training on recycling of household packaging



5

## RECYCLING REPORTS

In-depth studies on strategic topics for recycling of packaging.

- Country reports
- Metal packaging
- Hospital waste
- Coffee capsules
- Flexibles
- Etc..



# 1 MasterClass Recycling

Are you curious what happens to packaging waste? How it is sorted and recycled? And how this will be organised even smarter in the future?

**Join our online MasterClass during 5 online sessions.  
Be amazed by the world of recycling!**



## 1 Collection & sorting 1h30

- What is "recyclable"?
- Legal background on packaging waste
- Collection systems
- Sorting of packaging & technologies used.
- Standard design & sorting issues in sorting
- New sorting technologies (digital watermarking & image recognition)

## 2 Reprocessing 1h15

- Additional sorting at the reprocessor explained
- Technologies in place
- Difference per material
- Upcoming reprocessing technologies: Chemical recycling
- Recycling vs LCA CO<sub>2</sub>-emissions

## 3 Design & Certification 1h15

- All participants will receive PDF with Design for Recycling Guidelines
- Design for Recycling Guidelines
- Training: How to make a self-assessment of recyclability for your packaging
- Mindeststandard in DE, RecycleCheck in NL
- Certification conform RecyClass

## 4 Producer Responsibility 1h00

- Everything you want to know on Extend Producer Responsibility (EPR-systems) throughout the world
- What is changing in EPR for packaging
- Hosted by Lorax for legislations & registration, supported by Circpack for everything on recycling

## 5 One-on-one session 1h00

- Opportunity to ask additional questions in a private one-on-one live session with a circpack expert.
- Get answers to your dedicated questions that are really important for you and your company
- No competitors listening!

## Testing, Co-creation & Customer specific research

### Operational tests:

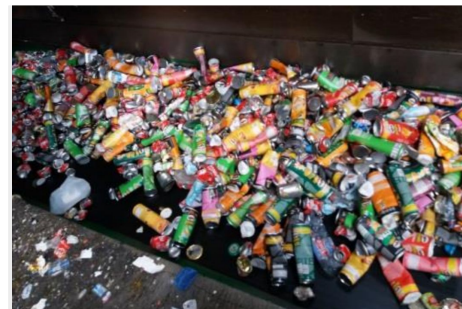
- NIR-recognition test
- Industrial sorting test
- Transport & friction test
- Glass sorting test

### Laboratory tests:

- Dedicated lab research
- Washing test
- Glue removal
- Fibre loss
- Ink bleeding

### Desk studies:

- Market overviews & assessments
- Big Data analysis on operational sorting results
- Assistance during the design phase of new packaging
- Compliance support
- Packaging formats advice



## 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.



## 4 Certification of Recyclability (1/2)

### PLASTIC PACKAGING:

For your plastic packaging, we will provide a full assessment on:

- ✓ Collection
- ✓ Sorting
- ✓ Reprocessing
- ✓ Application

The certification is done with the RecyClass methodology.

RecyClass is the European standard for certification of recyclability of plastic packaging.

Circpack® is a proud certifying body of RecyClass™.



## 4 Certification of Recyclability (2/2)

### GLASS, PAPER & CARDBOARD, STEEL & ALUMINIUM:

For your packaging, we will provide a full assessment on:

- ✓ Collection
- ✓ Sorting
- ✓ Reprocessing
- ✓ Application

The certification is done with the CERTIFY methodology.

CERTIFY is our proprietary methodology based on years of international operational experience in collection, sorting, reprocessing and certification.



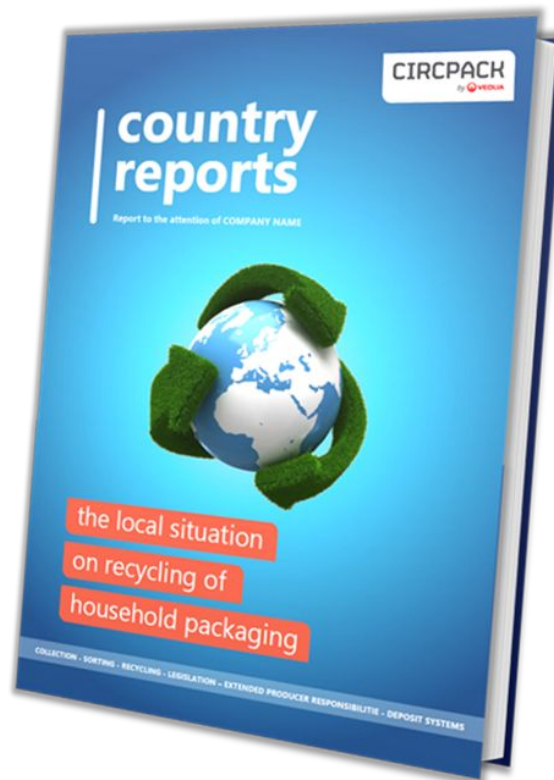


## 5 Recycling Intelligence Reports (1/3)

### A GLOBAL VIEW ON RECYCLING OF HOUSEHOLD PACKAGING

info available on  
**69 countries!**

- Legislation
- Extended Producer Responsibility
- Local Labelling
- EPR-fees
- Taxes
- Collection Systems
- Deposit Systems
- Sorting
- Reprocessing



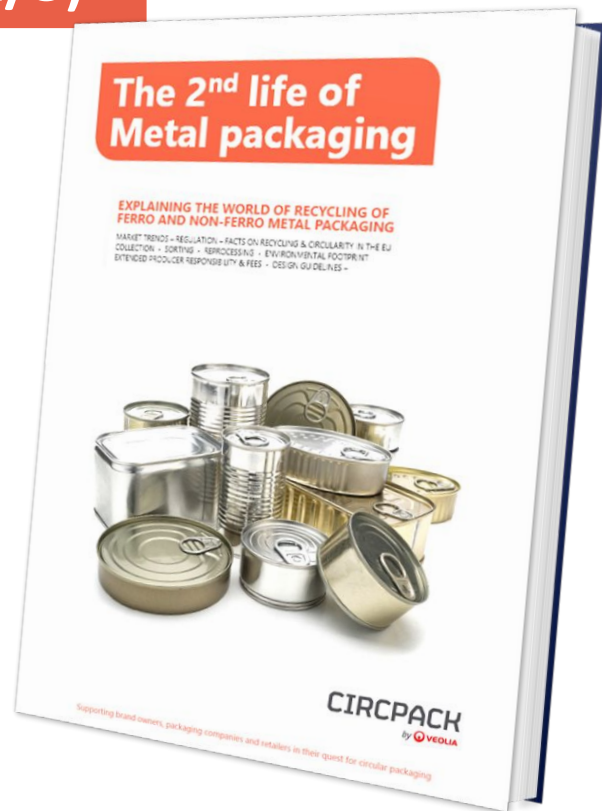
**2022 edition**  
now completely updated!

## 5 Recycling Intelligence Reports (2/3)

### THE SECOND LIFE OF METAL PACKAGING

Discover the real truth of metal packaging!

- Consumption trends
- Regulation and EPR
- Circularity: the operational truth on collection, sorting, reprocessing and application
- Environmental footprint
- Design Guidelines for Recycling



## 5 Recycling Intelligence Reports (3/3)

You want to get more clarity on a specific packaging waste topic?  
We share our expertise through a series of dedicated and tailor made reports.

RECYCLING OF FLEXIBLE PACKAGING

RECYCLING OF PAPER PACKAGING

SORTING OF SMALL COMPONENTS

GLASS RECYCLING

RECYCLING OF COFFEE CAPSULES

RECYCLING OF BIO-PLASTICS

RECYCLING OF HOSPITAL WASTE

BIO-DEGRADABILITY

# The circpack<sup>®</sup> team

## Margaux Bares – Project manager

Brussels, Belgium



Margaux graduated in Business and Engineering. With a consistent experience in project management in performance and innovation, she has a great understanding of business needs and ways of shaping a sustainable environment.

## Sebastian Bidmon – Packaging Engineer

Mannheim, Germany



Sebastian is a packaging engineer with a 7-year background in the packaging industry. With experience in Innovation and R&D he has got a strong customer focus. His extensive knowledge of the recycling processes makes for a perfect combination.

## Juliette Guerin – Senior Consultant

Brussels, Belgium



Juliette is an expert in the recycling industry. With her environmental engineering background and commercial experience, she has done a 3-year program within the group to prepare her for the circular resource revolution. She has been in the circpack-team since 2018.

## Joseph Lemoine - Junior Consultant

Blois, France



Joseph is well-versed with circularity after 4 years as Sustainable Packaging Engineer within the industry. Passionate about environmental challenges and waste management, he is committed to supporting customers in their journey towards a circular economy.

## Vincent Mooij – Director of CIRCPACK

Zelhem, The Netherlands



With an extensive background in marketing, product innovation and sustainability, Vincent has a strong customer focus whilst having a clear understanding of technological challenges. Over 10-year experience in the recycling industry. Vincent is a great frontrunner for European alignment on Design Guidelines and Certification.

## David Wardle – Test Expert

Cologne, Germany



David has a strong background in environmental sciences with a Master's in Environmental Engineering specializing in waste and energy. He has operational experience at various waste sorting facilities and is passionate about turning waste into a resource and closing the loop on plastics.

## Filipe Vieira de Castro - Intl. Market Research Analyst

Amsterdam, The Netherlands



Filipe has an educational background in ESG business development and a professional background in the packaging and labelling sectors; with a focus on recycling and circularity topics. Covering developing regulatory environments, he uses his knowledge to relay understanding of sustainable packaging and strategy solutions.

*With the help of our colleagues working on five continents, circpack is very well situated to find local and technical expertise within our group. The combination with our external network ensures the best answer to your every question!*

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More info?



[circpack@veolia.com](mailto:circpack@veolia.com)



[www.veolia.de/circpack/ENG](http://www.veolia.de/circpack/ENG)

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# References



# What participants say about our: MASTERCLASS RECYCLING



*"A very complete overview on Recycling in a record time! It is a must for all pack developers working on Eco-conception development."*

**Camille Detry Lecointe**  
**Group Leader new sustainable pack material**  
**BEL Group**



*"It's been my pleasure to join the MasterClass! It's been really good for us as we're increasing our knowledge in this complex world!"*

**Luiz Campos**  
**Global Senior Packaging Engineer**  
**AVON**



*"The Masterclass is a great opportunity to get insights from the experts of recycling. Thank you for sharing your expertise."*

**Stefan Vyge**  
**Business Development & Technical Manager**  
**Yupo Europe GmbH**



*"Our teammates benefited greatly from this extensive and hugely helpful course on market dynamics and operational nuances in the recycling industry."*

**Larry Logan**  
**Chief Evangelist, Sustainability Solutions**  
**Digimarc Corporation**

# PACKAGING ADVICE & CERTIFICATION



The **Pringles** brand, which is part of the Kellogg's group, is known for its original packaging. But is their packaging sustainable? Kellogg's has a clear goal to make all its packaging reusable, recyclable at scale, or compostable by the end of 2025. This commitment was made official when the firm signed the Ellen McArthur Foundation Pledge.

To follow up on these commitments, the group worked with circpack® to make their current Pringles packaging more recyclable, and develop fully recyclable packaging in the future.

To move to the circular economy mission forward, Pringles and circpack® tasked themselves with a project to understand how to recycle the current Pringles can format together with used beverage cartons (UBC).

The UBC stream was chosen because the composition of the current can (board, poly-Al, metal end) closely matches that of food and beverage cartons.

To advance this project a plan was made to focus on the sorting technology. This allows Pringles to expand their engagement with new partners in waste management, to re-direct a maximum number of cans to the recycling process ahead of the introduction of a next-generation paper tube into the market.

*"The insights from working with circpack® has offered a toolbox to approach waste management companies to start recycling the current can, which we are doing actively with great success in the UK."*

**Filip Van Hulle**

*EU R&D technical packaging manager  
on the Pringles brand since 2008*

# PACKAGING ADVICE & CERTIFICATION



**Albéa** is a packaging manufacturer of cosmetic and beauty solutions that you may use every day – tubes, lipstick, mascara, applicators and much more.

We are very proud to be assisting them in their quest for recyclable packaging since 2019. The results of our sorting tests, dedicated packaging advice and recyclability assessments helped the group to substantiate their recyclability claims.

Our recent analysis on one of their latest innovations, the Greenleaf tube, resulted in a certification as recyclable conform to the RecyClass methodology (Class C).