Aim
Superunie wants to make the packaging of her private label and fresh products more sustainable and focus on circularity and lowering the CO2 footprint.
Scope and principles

- Superunie private label and fresh
- Quality and food safety always guaranteed
- Prevent food waste
- Primary and secondary packaging
- Plastic being the most important material
- Choice of packaging may differ from the standard if proven to be more sustainable
Our goals for 2025:

- We use 20% less packaging
- Our packaging is 100% recyclable
- Plastic bottles and trays must consist of at least 50% recycled material
How?

REDUCE
Can it be LESS?

RECYCLE
Can it be RECYCLED?

RESOURCE
Can RECYCLED material be used?
What to do?

- Reduce the size and weight of the packaging
- Encourage re-use

**Packaging can be recycled***:
- Limit the different types of materials/plastic per packaging, preferable use a single material
- Use the following types of plastic: PET/PE/PP or preferably rPET/rPE/rPP.
- Use rPET for food, other plastics (such as rHDPE and rPP) for non-food packaging
- In addition to rPET/rPE/rPP, **bio (based) PET or bio (based) PE** can be used, only if the raw material originates from left over material, so no food competition or loss of bio diversity such as corn and cane sugar
- For **PE and PP** use the same type of plastic and colour for the whole packaging (bottle, cap, labels)
- Use see-through plastic as much as possible:
  - **PET**: opaque (white) is not see through.
  - **HDPE/PP**: light coloured plastic is allowed but is not preferred
- Make sure that stickers, labels, sleeves, foils, glues, additives, prints and inks can be easily removed from the top of the packaging and are optimised for recycling (*For more information see attachment*)
- If paper and plastic are combined: make sure the consumer can remove the two layers easily
- Optimise pouring/emptying

- Use sustainable materials which do not exhaust the earth, preferably recycled then bio based
- Use **100% FSC/PEFC certified** paper or **100% recycled paper**
- Use recyclable glass
- Provide all packaging with proper disposal instructions

*for more information: https://www.kidv.nl/8150/kidv-recyclecheck-vormvaste-kunststof-verpakkingen.html*
What not to do?

Do not use packaging which is difficult to separate, cannot be collected separately, cannot be recycled in NL and is therefore not circular

- Laminates with various kinds of materials (*for example PET with PE*)
- Metallised packaging and aluminium dishes*
- Use of toxics or additives, such as softeners and silicones
- **Black** (carbon black) **plastic**
- **PVC/PVdC/PS** and varieties such as **EPS**
- No biodegradable materials such as **PLA**
- Large labels, stickers, sleeves on packaging (more than 70% of the surface)
- Use of **PET** or **r-PET** in non-food
- Single-use plastic disposables – such as balloons, sticks, disposable plastic plates and cutlery and straws, cotton balls
- Minimize loose items such as foils, straws and caps which can become litter
- Non-certified paper and cardboard from non-sustainable maintained forests

*If no alternative is available, it may be allowed, only after consulting Superunie.*
Definitions:

- **PE: Polyethylene**, a plastic from the polyolefin group consisting of carbon and hydrogen, most common varieties:
  - **HD PE**: high density polyethylene, mainly used for solid applications
  - **LD PE**: low density polyethylene, mainly used for foils

- **PP: Polypropylene**, a plastic from the polyolefin group consisting of carbon and hydrogen

- **PET: Polyethylene terephthalate**, a plastic from the polyester group. PET consists of carbon, hydrogen as well as oxygen. Often used in bottles, pots, trays and also in foils

- **rPET**: r means recycled

- **PS: Polystyrene**, a plastic made of styrene monomere. A clear, but brittle plastic.

- **EPS: Expanded Polystyrene.**

- **PLA: Poly Lactic Acid**, a plastic made of renewable raw materials, so bio based and biodegradable
**Attachment**

*This means:*

- **Ink:** preferably do not print on the packaging, especially on transparent PET packaging. For necessary applications: use light coloured, non-flammable and washable ink.

- **Glue** must be water or alkali soluble at 60 – 80°C.

- Use the **smallest possible area** for stickers, labels and sleeves and of the same basic material as the rest of the packaging to avoid sorting errors:
  - The sticker or label or sleeve for packaging with a content of:
    - larger or equal to 500 millilitre may cover a maximum of 70% of the front surface
    - smaller than 500 millilitre may cover a maximum of 50% of the front surface.
  - If the full sleeve is of the same material as the bottle, then the maximum sizes do not apply.

- **In-mould labels** on PET packaging: of PE.

- **Loose paper labels:** no paper pulp.

- **Labels on PP and PE packaging:** of the same material as the packaging.