Superunie
Samen duurzamer verpakken

Basic rules Sustainable Packaging 2025

Version 01.|June 2019

Aim

Superunie wants to make the packaging of her private label and fresh products more sustainable and focus on circularity and lowering the CO_2 footprint

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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

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Our goals for 2025:

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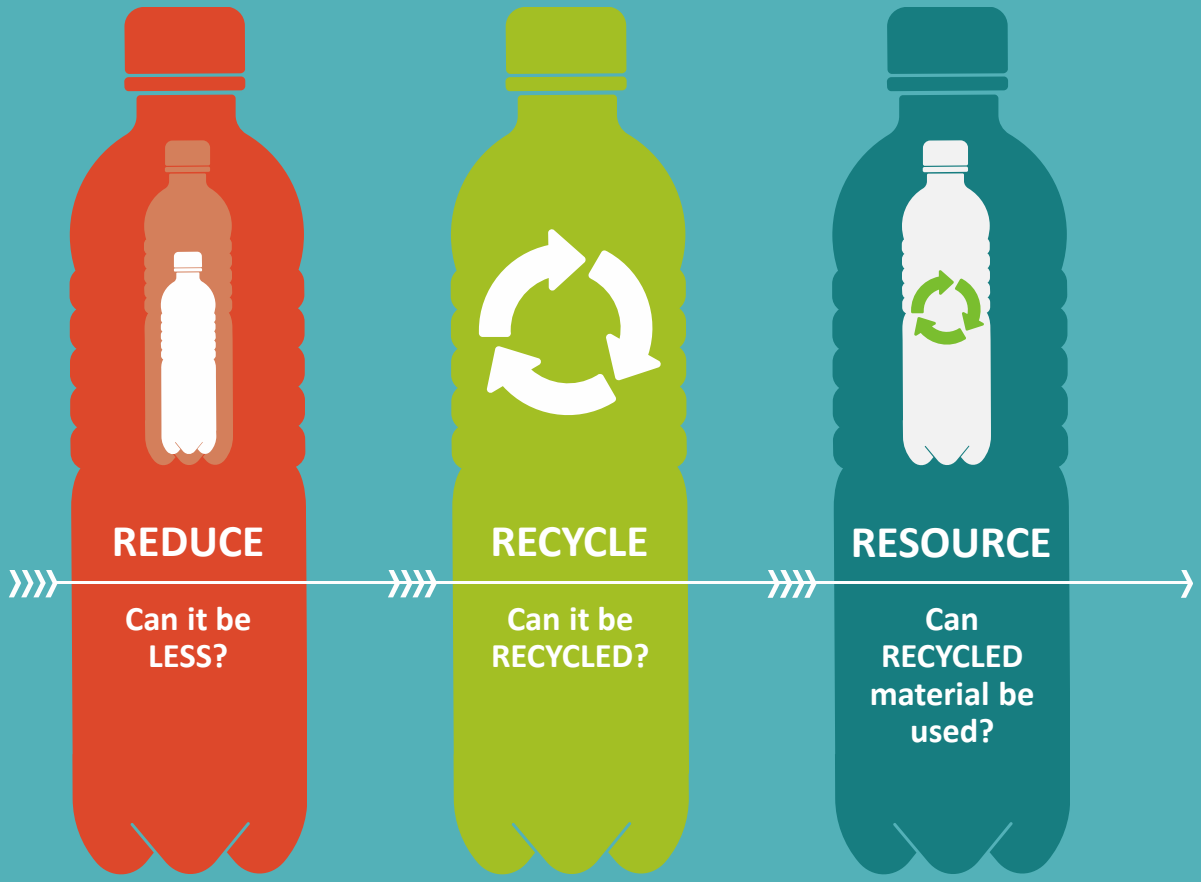
How?



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What to do?

- Reduce the size and weight of the packaging

- Encourage re-use

- ***Packaging can be recycled*:***
  - o Limit the different types of materials/plastic per packaging, preferable use a single material
  - o Use the following types of plastic: **PET/PE/PP** or preferably **rPET/rPE/rPP**.
  - o Use rPET for food, other plastics (such as rHDPE and rPP) for non-food packaging
  - o 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
  - o For **PE and PP** use the same type of plastic and colour for the whole packaging (bottle, cap, labels)
  - o 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
  - o 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)***
  - o If paper and plastic are combined: make sure the consumer can remove the two layers easily
  - o 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*

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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.*

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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

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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

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