

Bonuses guide PACKAGING 2018

Take action to promote
sorting and recycling
and reduce your contribution



CITEO

Together, let's bring new life
to our packaging

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Support your commitments

You are making an effort to reduce your packaging, improve its recyclability and educate your consumers about sorting, and this has a direct impact on the effectiveness of recycling in France. To encourage you to continue these actions to create a more sustainable world, we have created several bonuses.

- ➞ Thanks to your commitment, sorting and recycling are improving: today, more than 40 billion packages bear the Sorting-info label or other personalised Sorting-info guidelines. Companies that have affixed these messages on their packaging in total have earned nearly 23 million euros in bonuses.
- ➞ Since 2016, we have increased the number of bonus-eligible actions to encourage awareness-raising and eco-design efforts.
- ➞ New recyclable plastics bonuses were created for 2018.
- ➞ Thanks to your efforts and the bonuses, you can now reduce your contribution by up to 36%.



This document describes the eligible actions, explains the implementing procedures and specifies the required supporting documentation. It is a simple and practical tool that will help you understand the bonuses and will help you benefit them starting with your 2018 declaration.

01 Awareness raising actions



Objectif : encourage messages designed to raise awareness and promote

These bonuses concern household packaging, whether it can be recycled or must be thrown away, with the exception of disruptive packaging and packaging included in the Sorting-info guidelines but for which there is no recycling channel.

Information on packaging

- ▷ The Sorting-info label on-pack, in-pack or on the notice
- ▷ The Triman logo
- ▷ Personalised Sorting-info guidelines
- ▷ Sorting-info guidelines through a QR Code

Media campaigns

- ▷ TV/Radio
- ▷ Display
- ▷ Press
- ▷ Digital media with purchase of space

The on-pack Sorting-info label

Overview and practical procedures

This bonus applies when the **Sorting-info label** is **directly affixed to the packaging**.

To be eligible, the Sorting-info must:

- ➔ be affixed to household packaging.
- ➔ be legible and visible to the consumer.
- ➔ when the product is being purchased or made available.
- ➔ specify the material and its recyclability (recycle or discard) for each component of the packaging.
- ➔ respect the Sorting-info graphic charter.

To assist you effectively, we have prepared a guide that explains everything about the Sorting-info, its use and its construction.

We also offer various downloadable versions of the Sorting-info.

For more information:

www.citeo.com/info-tri

We have created a multi-country Sorting-info label to help you meet requirements related to the export of your products. All of this information can be found at www.citeo.com/info-tri

PLEASE NOTE

EXAMPLE:



SUPPORTING DOCUMENTATION (to be produced upon request only)

Photographs of the packaging in question on which the guidelines are visible.

The specific case of packaging with a recycling channel

New !

Eligibility requirements for the bonus

By 2019, for any packaging with a recycling channel, the Sorting-info guidelines will have to be associated with the Triman on the packaging to benefit from the bonus on the Citeo contribution.

This is the reason why we already advise you to integrate the Triman into your Sorting-info on your packaging comprising a recycling channel.

A packaging comprising a recycling channel carrying a Sorting-info and for which the Triman would be dematerialized will not be able to claim the bonus. Le Triman logo must be affixed on the packaging, close to the Sorting-info.

PLEASE NOTE

To accompany you efficiently, we have put at your disposal our Sorting-info guide. It will make it more understandable for you to know whether you must affix or not the Triman. We also offer different versions of the Sorting-info associated with the Triman logo to download.

For Further information:

www.citeo.com/info-tri



The in-pack Sorting-info or on the notice

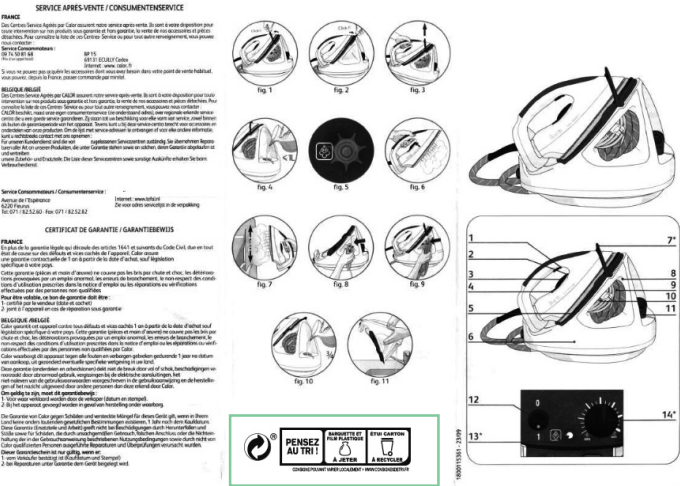
Overview and practical procedures

8%
BONUS

This bonus applies when the **Sorting-info label** is **affixed in-pack or on the notice**. This Sorting-info label is recommended for companies with **technical constraints** (packaging size, multi-country packaging, etc.) or **special regulatory constraints** (drug packaging).

- To be eligible, the in-pack Sorting-info or Sorting-info on the notice must:
- ➞ be visible during consumption of the product.
 - ➞ be affixed to household packaging.
 - ➞ specify the material and its recyclability (recycle or discard) for each component of the packaging.
 - ➞ be validated by Citeo in advance.
 - ➞ respect the Sorting-info graphic charter.

EXAMPLE:



SUPPORTING DOCUMENTATION
(to be produced upon request only)
Photographs of the packaging and/or notices in question on which the guidelines are visible.

If your packaging has a national recycling system, you must affix the Triman. See page 7 for more information.

PLEASE NOTE

Personalised Sorting-info guidelines

Overview and practical procedures

8%
BONUS

This bonus applies to personalised **Sorting-info guidelines affixed on packaging**. These personalised guidelines are recommended when there are **special packaging constraints**. It may be affixed on-pack, in-pack or on the notice.

- To be eligible, the personalised guidelines must:
- ➞ be visible when the product is purchased or consumed.
 - ➞ be affixed to household packaging.
 - ➞ specify the material and its recyclability (recycle or throw away) for each component of the packaging.
 - ➞ be validated by Citeo in advance.

EXAMPLE:



SUPPORTING DOCUMENTATION
(to be produced upon request only)
Photographs of the packaging and/or notices in question on which the guidelines are visible.

Sorting-info guidelines through a QR code

Overview and practical procedures

This bonus covers guidelines delivered through a QR Code. This QR Code can be used to address certain company constraints (convenience of using a QR Code that is already present on its packaging, format of the packaging, etc.)

To be eligible, the QR code must:

- ➡ link to a web page presenting the product or line of products and specifying the material and its recyclability (recycle or throw away) for each component of the packaging or link to www.consignesdetri.fr.
- ➡ have a minimum size of 2.5 cm x 2.5 cm to ensure that it is legible.

- The bonus applies exclusively to packaging bearing the QR Code.
- If the packaging already bears the a Sorting-info guideline label, adding a QR code will not allow you to combine bonuses.

PLEASE NOTE

If your packaging has a national recycling system, you must affix the Triman. See page 7 for more information.

PLEASE NOTE

EXAMPLE:



SUPPORTING DOCUMENTATION (to be produced upon request only)

- Photographs of the packaging in question on which the QR Code is visible.
- URL of the web page + screenshot of the page + flashable QR Code.



The Triman



Overview and practical procedures

In accordance with Article L. 541-10-5 of the Environmental Code published 2 January 2014, "(...) any recyclable product subject to extended producer responsibility put on the market on or after 1 January 2015 is subject to a common marking, the Triman, which informs the consumer that said product is subject to Sorting-info guidelines". A 5% bonus is granted against the total Consumer Sales Unit (CSU) contribution if the package bears the Triman logo only.

To be eligible for this bonus, the Triman must:

- ➡ be affixed **only on packaging for which there is a recycling** channel as provided for in Article R.543-54-1 of the Environmental Code.
- ➡ be affixed on the packaging and be visible when the product is purchased or made available. For companies subject to technical or regulatory constraints, the logo may be displayed in-pack or on the notice (in other words, it must be visible when the product is consumed).
- ➡ measure at least 10 mm in diameter. A waiver may be granted for small packages: in this case, it should be no less than 6 mm in diameter.

A digital Triman logo on a website is not eligible for the bonus.

PLEASE NOTE

For more information:

www.ademe.fr/signaletique-commune-tri-triman-guide-dutilisation



EXAMPLE:



Media campaigns



Overview and practical procedures

This bonus applies to media campaigns that encourage consumers to adopt the sorting habit or raise awareness regarding sorting.

To be eligible, the media campaign must reach*:

- TV / Radio: 300 GRP minimum;
- display: 1,000 GRP minimum;
- press: 150 GRP minimum;
- digital media with purchase of space: minimum 20% of the chosen target with a minimum of 20 million “views” (number of opportunities to see the advertisement).

* Media performance is calculated on the target base: French population 15 years and +

A partnership agreement must first be signed with Citeo for these various actions. Among other things, this agreement specifies the CSUs that will benefit from the bonus.

PLEASE NOTE

EXAMPLE:



SUPPORTING DOCUMENTATION
The ready-for-press item + the media agency's assessment of the performance of the media plan.

How to benefit from the bonus?

You have launched actions that are eligible for the awareness raising bonus. Now you only have to declare them.

Information on packaging

1

Indicate the actions on the declaration opposite each Consumer Sales Unit (CSU) covered by a Sorting-info guideline.

2

Your bonus is automatically taken into account.

Media campaigns

1

Indicate the actions on the declaration opposite each Consumer Sales Unit (CSU) covered by the partnership agreement.

2

Your bonus is automatically taken into account.

3

Citeo will verify that the reported elements are consistent.

Supporting documentation must be provided upon request only.

PLEASE NOTE

02

Reduction at source actions and improvement of recyclability actions



OBJECTIF:

Reduce waste at source and improve packaging recyclability

The bonus concerns household packaging, whether it can be recycled or must be thrown away.

Reduction at source

- ▷ Reduction of packaging weight
- ▷ Reduction of packaging volume
- ▷ Use of refills
- ▷ Removal of a packaging unit

Improvement of recyclability

- ▷ Removal of a non-main material from a multi-material packaging unit
- ▷ Replacement of complex rigid plastic packaging with rigid mono-resin packaging
- ▷ Addition of perforation on plastic sleeves
- ▷ Removal of carbon black dye from a plastic packaging item

For the same packaging, only one reduction at source or recyclability improvement action is eligible each year. Actions cannot be combined.

PLEASE NOTE

AT SOURCE REDUCTION ACTIONS

Reduction of packaging weight

Overview and practical procedures



This bonus covers actions intended **to reduce the weight of household packaging**, such as by decreasing its thickness or reducing the weight of the packaging.

To be eligible, the reduction:

- ➞ must take place at the iso-material level, meaning that the packaging material must stay the same in accordance with the definition of the NF EN 13428 standard.

A change in plastic resin is not considered a change in materials.

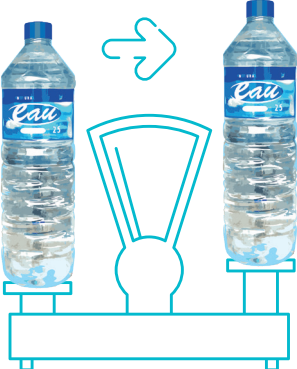
PLEASE NOTE

- ➞ must take place at the **iso-functionality** level— for a product rendering the same service to the consumer. **For example:** a product must contain the same amount of product.
- ➞ must not have resulted in a **transfer of packaging or weight** toward multiple-pack packaging or transport packaging.
- ➞ must preserve or improve the **recyclability** characteristics of the packaging in question.

The eligibility threshold for the reduction is a **2% reduction** in weight of the Consumer Sales Unit compared to the previous year.

EXAMPLE:

Reduction in the weight of a bottle



	Weight before (g)	Weight after (g)	% of reduction	
Bottle	29	27	7%	Bonus

SUPPORTING DOCUMENTATION
(to be produced upon request only)

Technical sheets indicating the weight of the packaging units after each action.

AT SOURCE REDUCTION ACTIONS

Reduction of packaging volume

Overview and practical procedures



This bonus applies to actions intended to **reduce the number of packaging units comprising the CSU**, such as by concentrating the product or optimising the packaging (eliminating or reducing spacers, etc.)

To be eligible, the volume reduction:

- ➞ must take place at the iso-material level.

A change in plastic resin is not considered a change in materials.

PLEASE NOTE

- ➞ must take place at the **iso-functionality** level. **For example:** a concentrated cleaning product must offer the same number of washes, or a box of cereal must contain the same quantity of product.
- ➞ must not have resulted in a **transfer of packaging** or weight toward multiple-pack packaging or transport packaging.
- ➞ must preserve or improve the **recyclability** characteristics of the packaging in question.

The eligibility threshold for the reduction is a **2% reduction** in weight of the Consumer Sales Unit compared to the previous year.

EXAMPLE:
Compaction of a metal aerosol



	Weight before (g)	Weight after (g)	% of reduction	
Box	36	27	25%	Bonus

SUPPORTING DOCUMENTATION
(to be produced upon request only)

Technical sheets indicating the weight and capacity after the action + photos.

REDUCTION AT SOURCE ACTIONS

Use of refills



Overview and practical procedures

Refills are products that allow you to refill reusable packaging again with the same product. The refill is not designed to be used alone.

- To be eligible:
- ⇒ the use of the refill must take place at the **iso-functionality** level— for a product rendering the same service to the consumer.
 - ⇒ the action must not have resulted in a **transfer of packaging or weight** toward multi-pack packaging or transport packaging.

The eligibility threshold is a 2% reduction in weight for the refill compared to the refillable packaging.

EXAMPLE:
Plastic bag refills for a bottle of shower gel



		Weight (g)	
Main packaging	Plastic bottle	50	
Refill	Plastic bag	18	Bonus

The bonus only applies to the refill quantities and not to the main product packaging.

PLEASE NOTE

SUPPORTING DOCUMENTATION
(to be produced upon request only)
Technical sheets indicating the weight of the packaging units + photos.

REDUCTION AT SOURCE ACTIONS

Elimination of a packaging unit



Overview and practical procedures

This bonus applies to actions **reducing the number of units** comprising the CSU.

- To be eligible, the elimination of the unit:
- ⇒ must take place at the **iso-material** level, meaning that the main element of the CSU stays the same.
 - ⇒ must take place at the iso-functionality level – for a product rendering the same service to the consumer
 - For example, a 4-pack of yoghurt must contain the same amount of product.
 - ⇒ must not have resulted in a **transfer of packaging or weight** toward the secondary or tertiary packaging.
 - ⇒ must preserve or improve the **recyclability** characteristics of the rest of the units of the CSU.

The eligibility threshold for the reduction is a 2% reduction in weight of the Consumer Sales Unit compared to the previous year.

EXAMPLE:
Elimination of the sheath from a 4-pack of yoghurt



	Weight before (g)	Weight after (g)	
4 cups	16	16	
4 peel-off lids	2,8	2,8	
Sheath	15	0	Eliminated element

SUPPORTING DOCUMENTATION
(to be produced upon request only)
Technical sheets indicating the weight of the packaging units + photos.

RECYCLABILITY IMPROVEMENT ACTIONS

Elimination of a non-primary material from multi-material packaging

Overview and practical procedures

This bonus applies to actions designed to **eliminate at least one of the materials comprising a packaging element** that originally consisted of multiple materials. These materials include steel, aluminium, cardboard, plastic, glass, etc.

To be eligible, the elimination:

- ➡ must take place at the **iso-material** level, meaning that the main material of the unit stays the same.
- ➡ must take place at the **iso-functionality** level – for a product rendering the same service to the consumer.
For example: a pack of batteries must contain the same number of batteries.
- ➡ must not **increase the weight of the CSU compared to the previous year.**
- ➡ must not have resulted in a transfer of packaging or weight toward multiple-pack packaging or transport packaging.

EXAMPLE:

Elimination of plastic from a 4-battery blister pack with easy open



	Before	After	Bonus
Material	Cardboard + plastic	Cardboard	
Weight	8.0 g	8.0 g	

SUPPORTING DOCUMENTATION
(to be produced upon request only)

Technical data sheets for the packaging after the change and image (if the change is visible in a photograph).

8%
BONUS

RECYCLABILITY IMPROVEMENT ACTIONS

Replacement of complex rigid plastic packaging with rigid mono-resin packaging

Overview and practical procedures

This bonus applies to rigid plastic packaging, regardless of its initial composition and colour.

To be eligible, the replacement:

- ➡ must take place at the iso-material level, meaning the main material of the unit must still be the “plastic” material.
- ➡ must take place at the iso-functionality level for a product rendering the same service to the consumer.
For example: a tray of 4 slices of ham must contain the same number of slices.

EXAMPLE:

Tray of deli meats

Composition of the tray before change:
body consisting of 85% PVC and 15% PE



Composition of the tray after change:
body 100% A-PET (for example)

SUPPORTING DOCUMENTATION
(to be produced upon request only)
Technical data sheets of the tray after the change indicating its composition.

8%
BONUS

- ➡ must not have resulted in a **transfer of packaging or weight** toward the multi-pack packaging or transfer packaging.
- ➡ after modification, the packaging must be in **mono PET, mono PP or mono PE.**
- ➡ after modification, the packaging must not contain **carbon black based dyes.**

RECYCLABILITY IMPROVEMENT ACTIONS

Addition of perforation on plastic sleeves

Overview and practical procedures

This bonus applies to **PET, HDPE or PP** packaging that covers more than 60% of the surface of the packaging in question. A perforation consists of **two perforated lines on the sleeve**.

To be eligible, the added perforation:

- ⇒ must take place at the **iso-material** level, meaning that the main material of the unit stays the same.
- ⇒ must take place at the **iso-functionality** level – for a product rendering the same service to the consumer.
- ⇒ must not have resulted in a **transfer of packaging or weight** toward the secondary or tertiary packaging.
- ⇒ must preserve or improve the **recyclability** characteristics of the rest of the units

EXAMPLE:

Fruit juice bottle



Vial body in PET + sleeve in OPP

**8%
BONUS**

Safety seals are not eligible for the bonus.

PLEASE NOTE

SUPPORTING DOCUMENTATION

(to be produced upon request only)

Technical data sheets for the packaging after the change and image showing the perforation lines.

RECYCLABILITY IMPROVEMENT ACTIONS

Removal of carbon black dye from a plastic packaging item

Overview and practical procedures

This bonus applies to **all types of plastic packaging**, regardless of the initial nature of the plastic resin.

To be eligible, the action:

- ⇒ must take place at the **iso-material** level, meaning that the main material of the element stays the same.

A change in plastic resin is not considered a change in materials.

PLEASE NOTE

- ⇒ must take place at the **iso-functionality** level – for a product rendering the same service to the consumer.
- ⇒ must not have resulted in a **transfer of packaging or weight** toward the secondary or tertiary packaging.
- ⇒ must maintain or improve the **recyclability** characteristics of the packaging units of the CSU in question.

A switch from a carbon black based dye to a dark coloured dye without carbon black is eligible for this bonus.

PLEASE NOTE

SUPPORTING DOCUMENTATION

(to be produced upon request only)

Technical data sheets of the packaging after the change describing the dye composition in detail.

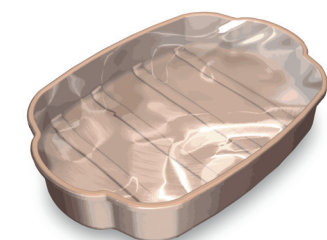
**8%
BONUS**

EXAMPLE:

Trays for deli products



Composition of the tray **before** the change:
99% PP and 1% carbon black



Composition of the tray **after** the change:
97% PP and 3% white dye

The additional bonus for publication in the Citeo catalogue of best practices

4%
BONUS

Overview and practical procedures

If you implemented an action that was eligible for a "reduction at source" bonus or an "improvement of recyclability" bonus, you have the option of sharing your experience in our catalogue of best practices.

The publication of a file describing your approach and the results you obtained will make you eligible for an additional 4% bonus.

One of our consultants will contact you to collect the necessary information.

SUPPORTING DOCUMENTATION

Text describing the action, your company's logo, images of the packaging before/after the action.

How to benefit from the bonus?

- ① In your declaration, indicate your reduction or recyclability action on the appropriate line. Your bonus is automatically taken into account.
- ② In order to benefit from the additional bonus of 4%, a Citeo consultant will contact you to collect the following information:
 - your company's logo
 - images before and after modification
 - a statement describing the action

PLEASE NOTE

Citeo may ask for additional supporting documentation, such as technical data sheets before and after the action.

Contact your normal POC or our consultants at:



0 808 80 00 50*

* free service + cost of call

03 Recyclable plastics bonuses



The bonus for plastic bottles and vials for which there is a channel recycling channel

**12%
BONUS**

Overview and practical procedures

A bonus of 12% of the total CSU contribution is granted for plastic packaging that falls under the national Sorting-info guidelines for which there is a recycling channel, i.e. PET, PE or PP bottles and vials.

- Disruptive packaging and packaging subject to penalties are not eligible.
- Bottles and vials containing carbon black based dyes in the outer layer are not eligible for the bonus.
- Plastic aerosols are not eligible for the bonus.

PLEASE NOTE



SUPPORTING DOCUMENTATION
(to be produced upon request only)
Technical data sheets specifying the composition of the packaging.

The bonus for rigid plastic packaging that can join an existing recycling channel

Overview and practical procedures

8%
BONUS

A **8 % bonus** is granted for packaging that can join currently existing recycling channels through the extension of the Sorting-info guidelines.

To be eligible, the packaging:

- ➞ must be rigid plastic packaging (excluding bottles and vials)
- ➞ must be in one of the following mono-resins: mono PET, mono PE or mono PP.
- ➞ must belong to one of the following categories:
 - box: mono PET type pastry packaging.
 - tray: mono PP or mono PET type fruit and vegetable packaging.
 - box, cup, shell or blister pack: mono PE, mono PP or mono PET.
- ➞ the packaging must not be sealed, covered with film or contain black carbon based dyes.

The bonus applies:

- ➞ to the total contribution of the CSU, if it only contains plastic units.
- ➞ to the plastic materials' contribution to the weight only if the CSU contains units in different materials other than plastic.



Disruptive packaging and packaging subject to penalties are not eligible.

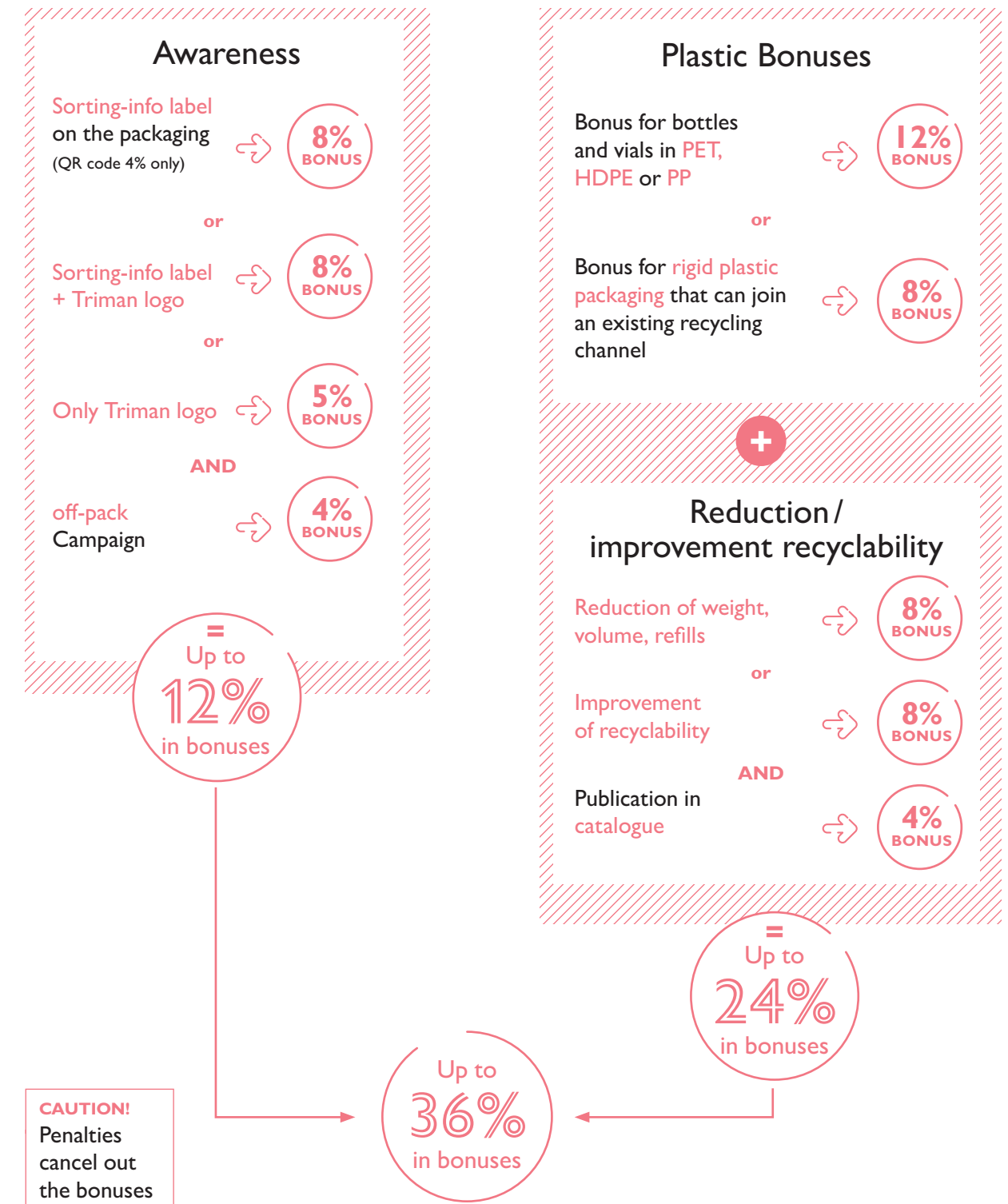
PLEASE NOTE

SUPPORTING DOCUMENTATION
(to be produced upon request only)
Technical data sheets specifying the composition of the packaging.

04 Combining bonuses



Combine your various bonuses



Glossary

BOTTLE

A bottle is a rigid packaging item for containing liquids. As a general rule, the diameter of the packaging is smaller at its opening; the packaging is fitted with a closure system and can have a handle. Vials, drums, carboys, jerry cans and cubitainer containers are considered to be bottles. Packaging with the same characteristics but containing powders or any other content intended to be poured may also be considered to be equivalent to bottles.

BODY OF THE PACKAGING

The body of the packaging is defined here as the heaviest element comprising the primary packaging.

HOUSEHOLD PACKAGING

Pursuant to Article R. 543-55 of the Environmental Code, any packaging of a product sold or delivered free-of-charge to a house or which is put on the market for the purpose of the consumption or use of the product that it contains by a household. Household packaging becomes a waste product if the household discards it or intends to discard it, regardless of where it is discarded.

MONO-RESIN PACKAGING

Mono-resin packaging consists of a single material and a single plastic resin. Additives incorporated into the composition must not change the packaging's ability to be recycled (see the recommendations in the COTREP guide on recyclability of plastic packaging or contact us at clients.emballages@citeo.com)

MULTIPACK PACKAGING

Packaging designed to include, at the point of sale, a group of a certain number of items, whether it is sold to the end user or consumer; or whether it is used only to be placed on the presentation racks in the points of sale. It can be separated from the goods that it contains or protects without changing their characteristics.

RIGID PACKAGING

Rigid packaging includes bottles, vials, boxes, cups and trays. Rigid packaging is characterised by a certain shelf life and resistance to deformation. The main element of the rigid packaging in general is thicker than 300 micrometers.

Important note: the definition of rigid packaging proposed here is based on ballistic behaviour during sorting and recycling steps.

ISO-FUNCTIONALITY

The product and packaging pair provides the same service to the consumer (number of uses, number of washes or quantity of products for example).

ISO-MATERIAL

A constant material. These materials include steel, aluminium, cardboard, plastic, glass, etc.

PACKAGING UNIT

Component of packaging that can be separated from the product when consumed or used by the household. All stoppers or closures (detachable stoppers, peel-off lids, lids, parts of blister packs without perforation etc.) are considered to be separate packaging units.

CONSUMER SALES UNIT (CSU)

A packaged product unit which a consumer may buy separately from others.

Notes

[illegible]

[illegible][illegible]

CONCERNS? QUESTIONS?

Contact our advisers at

0 808 80 00 50 Free service
+ cost of call

or your usual contact
directly.



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