



# RECYCLASS PLATFORM

## DESIGN FOR RECYCLING



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# INTRODUCTION

Thoughtful design for recycling is an essential step to ensure the recyclability of packaging. The industry's business-as-usual approach has reached a turning point, and a paradigm shift is necessary.

Packaging, mainly used in single-use applications, is often designed without any considerations for the proper end-of-life management which is essential in ensuring a circular life for products.

RecyClass provides specific indications and recommendations on how to improve packaging design to fit current recycling technologies.

RecyClass is an initiative aiming to help the plastics value chain find the correct way to approach and evaluate the design for recycling of packaging products, with the goal of improving their recyclability.

Three main pillars guide the activities of RecyClass:

- Recyclability Evaluation Protocols
- Design for Recycling Guidelines
- RecyClass Online Tool

These three pillars are interlinked, leading to sound/coherent and lab-based conclusions that are incorporated throughout the initiative.

The launch of the RecyClass Platform was driven by the brands' interest in tailor-made designs for their packaging products. This initiative aims to close an existing gap between different industry actors and works towards bringing the knowledge of recyclers right down to the packaging producers.



# RECYCLASS ACTIVITIES

## RECYCLABILITY EVALUATION PROTOCOLS

Development and maintenance of Protocols to evaluate the compatibility of a technology with the current recycling state-of-the-art technology in Europe. Several laboratories around Europe are accredited to perform this testing upon request.

### DESIGN FOR RECYCLING GUIDELINES

The Design for Recycling Guidelines provide information on how to design and choose the different components of a plastic packaging. Guidelines are available for different types of plastics and were developed by:

- EPBP for PET Bottles
- Petcore Europe for PET Trays
- RecyClass for HDPE, PP, PE Films, PP Films, Crates & Pallets and Pots, Tubs & Trays.



## RECYCLASS TOOL

Online user-friendly self-assessment tool to analyse the recyclability of a plastic packaging. The system analyses a package and its components through a series of questions, after which the system provides a qualitative rating from “A” to “F” and a report.



### RECYCLABILITY PRODUCT CERTIFICATION

Verification and certification of the online self-assessment analysis by an external auditor who will release a Report and a Certificate valid for 3 years.

## TECHNOLOGY APPROVAL

Technology assessment using the Recyclability Evaluation Protocols. The RecyClass Technical Committee oversees the application, while the tests are conducted by an independent laboratory. The tests are conducted based on European state-of-the-art technologies.

# PLATFORM FEATURES

RecyClass Platform provides guidance to plastic value chain actors interested in improving packaging design to allow for efficient recycling. Features included may be found below.



## SUPPORT VIA EMAIL

**Customer service support via email to all the users' questions**

General guidance and advice on recyclability, including email correspondence with members on design compatibility with recycling. Support is limited to 10 queries per year for Bronze members, 20 queries for Gold partners and 50 queries per year for Platinum members.



## RECYCLABILITY CERTIFICATION

**Official Certification of a packaging by an external party**

Management of the analysis and external Certification of a packaging based on the RecyClass Tool results. Certification management fee (150€ for the first 30 certificates & 100€ afterwards) is limited to 1 for Bronze members, 3 for Gold and 5 for Platinum members. The audit costs by an external auditor are not included in any case.



## TECHNOLOGY APPROVAL

**Technology Assessment by the RecyClass Technical Committee**

Management of a technology approval application based on the RecyClass Recyclability Evaluation Protocols. The results of the testing are evaluated by the RecyClass Technical Committee. Technology Approval management fee (2.500€) is limited to 1 for Platinum members instead of the Recyclability Certifications. The costs of the tests conducted by a third party laboratory are not included, but a discounted fee applies to all RecyClass Platform members.



## RECYCLING POLICY REPORT

**Analysis and assessment of your recycling policy**

Assessment of your current recycling policy, if available. Propose a set of recommendations based on your current policy to adapt it to current trends in recycling. RecyClass experts can also support the development of a new report if none is available within your company. This feature is reserved to Platinum members.



### TRAINING PROGRAMME

Design of a customized one-day training course in your company  
 Organisation of a workshop which will cover: current recycling technologies available and broadly installed in Europe, main technological challenges faced by the recyclers, how design influences sorting and recycling of the package, analysis and discussion of a company package provided by the company and a general Q&A for all the participants. The content of the course can be adapted to specific needs of the company upon previous agreement.



### RECYCLASS ADVISORY BOARD

Reserved seat at the Advisory Board of RecyClass  
 Participation in the RecyClass Advisory Board meetings where the Technical Committee discusses future trends and possible developments of the RecyClass Platform. The chairman of the Advisory Board and an additional representative seat on the Steering Board. This feature is reserved to Platinum members.



### RECYCLASS TECHNICAL COMMITTEES

Participation to the RecyClass Technical Committees  
 Possible participation to one of the RecyClass Technical Committees where all technical reviews take place and technology assessments are discussed. The signature of an NDA is mandatory. This feature is reserved to Platinum members.



### COMPANY EXPOSURE

Company logo displayed in a dedicated section of the RecyClass website  
 Display of your logo on the website as a Recyclass supporter for the period of 1 year.

# SUPPORTING FEES

RecyClass offers 3 different supporting levels for those companies committed to improve the recyclability of their packaging. Supporters find in RecyClass an advisor to assess and improve the recyclability either of their packaging assortment or a single package product.

BRONZE	GOLD	PLATINUM
3.000 €/annually	5.000 €/annually	10.000 €/annually
Support via email <i>limited to 10 queries/year</i> ✓	Support via email <i>limited to 20 queries/year</i> ✓	Support via email <i>limited to 50 queries/year</i> ✓
Product Certification* (1) ✓	Product Certification* (3) ✓	Product Certification* (5) ✓
Technology Approval ✗	Technology Approval ✗	OR Technology Approval* (1) ✓
Recycling Policy Report ✗	Recycling Policy Report ✗	Recycling Policy Report ✓
Training Programme ✗	Training Programme ✗	Training Programme ✓
RecyClass Advisory Board ✗	RecyClass Advisory Board ✗	RecyClass Advisory Board ✓
Technical Committees ✗	Technical Committees ✗	Technical Committees ✓
Company name exposure ✓	Company name exposure ✓	Company name exposure ✓

\*Includes management fee. Laboratory testing and audit costs are not included.



For further information contact: [info@recyclass.eu](mailto:info@recyclass.eu)

# APPLICATION FORM

## COMPANY DETAILS

Legal name..... Address.....  
 Acronym..... City.....  
 VAT n°..... Zip code.....  
 Phone..... Country.....  
 General Email.....  
 Website.....  
 Package types.....

## CONTACT PERSON DETAILS

First name..... Last name.....  
 Position..... Telephone.....  
 Email..... Accounting email.....

## SUPPORTING LEVEL

I confirm that our company would like to join the RecyClass Platform. We would like to support as:

BRONZE

GOLD

PLATINUM

- I declare that the above mentioned information is correct.
- I understand that participation to this membership type is subject to specific conditions as written down in the “RecyClass Internal Procedures”.

\_\_\_\_\_  
 Date, signature & name of authorized representative

\_\_\_\_\_  
 Company Stamp

Please fill in the form and send it via email to: [info@recyclass.eu](mailto:info@recyclass.eu)



Boosting  
**Design for Recycling**

RecyClass™