



For immediate release

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## PRESS RELEASE

### REVISED DESIGN FOR RECYCLING GUIDELINES FOR POLYOLEFIN PACKAGING

An updated version of [Design for Recycling Guidelines](#) developed by Plastics Recyclers Europe is now available. The amended guidelines differentiate between the coloured and non-coloured polyolefin packaging. In addition, the guidelines will soon be integrated into the [RecyClass](#) tool.

Thoughtful packaging design, which takes into consideration the functionality of a product, its carbon footprint and in parallel its end-of-life, is one of the backbones of the circular economy model. It is also a necessary step for increasing quality recycling.

The criteria of the updated guidelines were developed according to the expertise of the European plastics recyclers. There are now 8 new guidelines available: PE-HD coloured & natural containers, PP coloured and natural containers, PE coloured & transparent film and PP coloured & transparent film.

Ton Emans, PRE President said: *Good design for recycling will boost recyclates' quality which is fundamental to increase the use of recycled material. This will also facilitate the use of recyclates in an increased number of applications.*

Paolo Glerean, Chairman of the RecyClass Technical Committee, added: *Application of Design for Recycling Guidelines will enable more efficient collection, sorting and recycling while reducing costs. Packaging manufacturers, brand owners and retailers should use RecyClass to assess and identify areas to improve their packaging keeping in mind recyclability aspect.*

PRE is simultaneously collaborating with Association of Plastics Recyclers within the Global Outreach Alliance which is expected to produce harmonised Design for Recycling guidelines at a global level.

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#### About

**Plastics Recyclers Europe** (PRE) is the professional representative body of plastics recyclers in Europe. PRE promotes plastics mechanical recycling and conditions that enable profitable and sustainable business, while offering a service platform to its members. Our members constitute 80% of the European recycling capacity, processing more than 3 million tonnes of collected plastics per year.

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**RecyClass** is an online tool for ranking the recyclability of a plastic package. It can also work as a marketing tool since it is able to certify packages with regards to their recyclability. RecyClass has been developed and it is maintained on the basis of plastics recyclers expertise's from practice. The aim of RecyClass is to help packaging designers to find the correct way to approach and evaluate their new products with respect to recyclability.

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