# salling group

# OPERATIONAL PLASTIC PACKAGING GUIDELINES



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# INTRODUCTION TO OPERATIONAL GUIDELINES

#### How to use these guidelines

The Operational Guidelines are meant as an operational elaboration of the Plastic Packaging Principles, and are designed to share with suppliers. They have been developed in close collaboration with internal Salling Group category sales teams and have been evaluated and proof-read by packaging manufacturers, re-processors, designers, and the WWF.

That being said, they are reflecting the moment in time where they have been developed and they are to be applied in a field where technology, legislation and materials are changing from one day to the next. Therefore, the guidelines will be continuously updated.

If you have questions or encounter a supplier or packaging producer with knowledge that supplements the content of these guidelines, please do share this with Salling Group Public Affairs & CSR, mail: csr@sallinggroup.com

The following sections are elaborating on some of the core decisions and reflections behind the guidelines.

#### 1. PET, PP and PE for food – but only PP and PE for all other packaging

PET plastic is intrinsically graded for food, and the rPET that is on the marked comes from closed loop collection of plastic food packaging e.g. the Danish deposit system. To keep as much PET in the food stream, we recommend to operate with PET/rPET primarily in the food packaging along with the use of PP/rPP and PE/rPE.

For all other categories than food we want to avoid the use of PET/rPET but instead prioritise the use of PP/rPP and PE/ rPE. Using PET for products like detergents or cleaning products will potentially contaminate the PET stream. Therefore, it is important that we keep as much PET in the food stream as possible and not use it for other packaging. PET is to be used in food packaging and only in Nearfood packaging when it is relevant.

We clearly recommend that this is considered when working with the design manual for each private label on Nearfood (Blot, Budget, Vores, Lovena, Tibelly, Shine, Levevis etc.) so that semi-transparent packaging or coloured packaging that can be made in PP or PE is prioritised.

#### 2. The use of recycled material

We have an ambitious goal to use 30% recycled material in our packaging by 2023. Due to recycling technology, this will not be possible to implement in all packaging today. Where rPET, rPP and rPE is becoming more and more developed for hard plastic packaging, it is still not feasible to produce flexible plastic foil of good enough quality in recycled material.

Therefore, consider having a higher percentage for hard packaging to compensate for the foil and thereby being able to achieve the final goal of a 30% total use of recycled material.

#### 3. How to navigate in the listed priorities

We are aiming for the most optimised solution on all our plastic packaging which is why there should be strong arguments to choose lower priorities than Priority 1. These arguments should be procured in close corporation with the supplier and should be approved internally.

#### 4. Recycling and reduction

We aim to ensure a fully recyclable private label packaging which will be achieved by following the principles and guidelines. However, reduction of plastic packaging is crucial as well and we encourage to work with this alongside the process to convert our private label packaging into recyclable packaging. The guidelines will offer ideas for reduction but suppliers and packaging manufacturers will have qualified input on this as well, so make sure you ask them and share their input as valuable inspiration across categories.

#### Considering to replace plastic packaging?

There are no current validated Life Cycle Analysis that juxtaposes different materials like paper, plastic, glass etc. against each other, which is why it is complex and difficult to conclusively recommend one material over another. Therefore, an individual evaluation of the specific packaging options is required.

If you are considering replacing plastic packaging with packaging of another material, please contact: Salling Group Public Affairs & CSR, csr@sallinggroup.com

# OPERATIONAL GUIDELINES NEARFOOD



# **NEARFOOD**

### **PACKAGING EXAMPLES**



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# **BAGS** - NEARFOOD

#### Packaging examples:





Plastic bag with fibre string

Plastic bag with welding



Plastic bag with zipper



Plastic bag with plastic lid or seal



Plastic

vacuum bag

Plastic bag with plastic handle

#### **Potential challenges**

- Plastic bag with handles, zipper, lid or seal are likely to be two different types of material
- The zipper is a convenience standard but excessive material
- The string fibre is convenient but is not likely to be properly disassembled by the consumer and therefor deteriorates the reprocessing

#### **MAIN COMPONENT (BAG)**

- Priority 1: Use single-layer mono material PP or PE
- Priority 2: Use multi-layer mono material PP/PP or PE/PE
- Use clear PP or as light colour PE as possible

#### SECONDARY COMPONENT

(HANDLE, STRING, LID, SEAL)

- Use mono material PP or PE
  - Use the same material as the main component the handle is attached to

### Do's

 Design so that cotton string is dispensable or replaced by a plastic hanger integrated into the main component

#### LABEL

- Priority 1: Print directly on the bag
- Priority 2: Use PP or PE label in same material as the plastic it is glued onto
  - Use soluble glue

#### How to reduce, replace and remove to further improve the packaging?

- Reduce thickness or number of layers in the foil if possible
- · Remove zipper to reduce the use of excess material

If any of the above is possible then execute!

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# BOXES - NEARFOOD

#### Packaging examples:



Non-plastic box with clear plastic lid or seal



Non-plastic box with windows with plastic covering



Non-plastic box with plastic bag inside

#### Potential challenges

- Plastic lid and sticker are not likely to be in the same material but will stick together and deteriorate the reprocessing
- Plastic covered windows in non-plastic boxes are not likely to be disassembled by the consumer and will deteriorate the reprocessing
- Multi-material plastic bag inside the non-plastic box

### Do's

#### SECONDARY COMPONENT (LID, SEAL)

- Use mono material PP or PE
  Use as much rPP or rPE as possible, preferably 30% or more
  - Use clear PP or as light colour PE as possible
- SECONDARY COMPONENT (INNER COATING)
- Design non-plastic box so that it is possible to quit inner plastic coating if this does not impair the product performance
- LABEL (STICKER)
- Use PP or PE label in same material as the plastic it is glue onto
  - Use soluble glue

#### How to reduce, replace and remove to further improve the packaging?

- Reduce the packaging so that it fits content
- Remove inner plastic coating

# BLISTER PACK - NEARFOOD

#### Packaging examples:



Plastic case attached to cardboard back



Sealed plastic case with paper inlay

#### Potential challenges

- The paper inlay can be difficult to remove for the consumer and will potentially deteriorate the reprocessing
- Cardboard residues on plastic case deteriorate the reprocessing

# — Do's

#### MAIN COMPONENT (CASE)

- Use mono material PP or PE
  - Use as much rPP or rPE as possible, preferably 30% or more
  - Use clear PP or as light colour PE as possible
- Make sure the sealed case is easy to open without increasing the risk of waste in the stores

SECONDARY COMPONENT (CARDBOARD BACK)

• Use soluble glue that does not leave residues when washed

#### How to reduce, replace and remove to further improve the packaging?

- Reduce the packaging so that it fits content
- Reduce thickness of plastic case if possible

# **BOTTLES** - NEARFOOD

#### Packaging examples:



Plastic bottle with plastic lid

Plastic bottle with pump



Plastic bottle with spray trigger



Plastic bottle with dosage



Metal aerosol with plastic lid

Bottles with hard chemicals e.g. chlorine should follow existing laws and be destroyed as hazardous waste, not recycled. Also products within personal care should follow existing laws and declarations.

#### Potential challenges

- Pumps and sprays are complex units with several materials, however they can easily be separated from the main bottle
- Aerosols and packaging containing chemical products cannot be recycled but should be disposed and handled in a controlled environment
- Convenience entail extra packaging complexity

#### MAIN COMPONENT (BOTTLE)

- Use mono material PP or PE
  Use as much rPP or rPE as possible, preferably 30% or more
  - Use clear PP or as light colour PE as possible

SECONDARY COMPONENT (CAP, PUMP, SPRAY, DOSAGE, SECURITY SEAL)

 Use mono material PP or PE in same material as the main component. If this is not possible, make sure the components are easy to separate

### Do's

- Choose a cap design that is easy for the consumer to disassemble
- If cap is made from different plastic than the main component, make sure to choose a cap design that does not leave a ring on the bottle
- Choose a design that reduces material complexity if possible

LABEL

- Use PP or PE label in same material as the plastic it is glued onto
  - Use soluble glue

#### How to reduce, replace and remove to further improve the packaging?

- Reduce the packaging so that it fits content
- Reduce thickness of main component
- · Replace existing pump and spray containers with refill versions where the pump and spray is bought separately from the main container



# JARS - NEARFOOD

#### Packaging examples:



Plastic jar with screw lid



#### **Potential challenges**

• Jar and screw lid can potentially be made from different materials which requires individual disposal or it can be impossible for the consumer to separate and therefore will not be reprocessed

#### MAIN COMPONENT (JAR)

- Use mono material PP or PE
  - Use as much rPP or rPE as possible, preferably 30% or more
  - Use clear PP or as light colour PE as possible

SECONDARY COMPONENT (SCREW LID, INNER SEAL)

 Use mono material PP or PE in same material as the main component. If this is not possible, make sure the components are easy to separate

### Do's

- Choose a screw lid design that is easy to disassemble to the consumer
- If screw lid is made from different plastic than the main component, make sure to choose a lid design that does not leave a ring on the bottle

#### LABEL

- Use PP or PE label in same material as the main component
  - Use soluble glue

#### How to reduce, replace and remove to further improve the packaging?

- Reduce the packaging so that it fits content
- Reduce thickness of main component

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