

colart

SUSTAINABILITY PACKAGING STRATEGY & GUIDELINES

ACH

Packaging Sustainability

As part of Sustainability 2.0 packaging is a key material issue, and where we can drive the most impact and change. Packaging plays a major part in delivering our products both good and bad. e.g. ensure product is delivered in the same condition it leaves our warehouses (good) or by using excessive amount of material (bad)

We will start by removing unrecyclable packaging, and unnecessary packaging where applicable, in order to do this we will be analysing all of our materials, initially secondary packaging. Our primary packaging is still a concern however due to the nature of our products will be a far longer process including testing.

All of our NPD/EPD projects will have sustainable packaging going forward, this will include recycled content, recyclable content and certified sustainably sourced materials (paper & wood)

We will ensure we never use more packaging than is needed, and what we do use is from sustainable sources and can be reused or recycled

Why do we need to change the way we package?

Consumers

Our consumers expect our packaging to be recyclable.

As a manufacturer we are responsible for all the materials we put in to the market place

Customers

Our customers are increasingly setting their own targets and expect us to comply

Our own values

When conducting our materiality assessment, packaging is one of our key issues, and needs to be addressed.

Legislation

All of our EU and UK sites comply to packaging regulations. This is materials we put in to the market, the less environmentally friendly our packaging, the higher the annual costs.

Changing to more environmentally friendly packaging will provide tax benefits as well as making sure we do right by our planet.

The big picture:

Every country has different levels of recycling capabilities.

Roughly 20%* of our rubbish is sent to be recycled, of which only 9% is recycled – leaving 91% to be buried in landfill, burnt or washed down rivers into the sea.

Plastic takes around 500 years to degrade** whereas card takes far less.

Plastic is **considerably** worse for the planet than paper

So whenever we can, we will switch to card instead of plastic.

Until we can find alternatives, we will reduce our use of plastic & make sure it's recyclable and if possible use post consumer recycled plastic (instead of creating more virgin plastic).

*Source <https://www.nationalgeographic.com/news/2017/07/plastic-produced-recycling-waste-ocean-trash-debris-environment/>**Source <https://www.recyclingbins.co.uk/recycling-facts/#:~:text=Every%20year%2C%20we%20throw%20away,billion%20plastic%20bottles%20per%20year.>

Every stage of the pack's life needs to be as sustainable as possible

'Comes from a good place'	'Adds Value'	'Goes to a good place'
Responsibly sourced	From supplier to the consumer via the retailers or e-commerce	Re – use recycle and end of life
No 'red' materials PVC PS etc	Consumer experience, pallet efficiency, shelf efficiency, minimising damage	Remove black plastic Design for recyclability Recyclable materials

4Rs

Remove Reduce Reuse Recycle



- Non recyclable
- Pointless packaging



- Reduce the use of plastic in preference for card
- Packaging to an absolute minimum
- All paper board is recycled content or 100% certified sustainable
- Recycled plastic content where available/possible



- When practical to do so
- Investigate reusable – refillable options



- Widely recyclable packaging (kerbside)
- Improve on pack labelling advising consumers on best options

Targets

- Any rigid packaging to be 100% recyclable
- Remove banned materials i.e. glitter (Check Gaele will stop selling Snaz glitter when the bio glitter is launched)
- Change black plastic to a colour that is easy to recycle
- Remove all unnecessary packaging and reduce wherever possible
- All paper and cardboard to be FSC/PEFC/Recycled
- Any single use plastic to contain 50% recycled content wherever possible

This list is not exclusive and can be added or amended as necessary

Group STIP Sustainability Goal – Removal of all single use plastic in Colart

Aim is to have a minimum number of projects complete by end of 2021.

Entry gate is 2 projects delivered = 50% 3 projects delivered = 100% 4 projects delivered = 200%

Initiative	Description	Success measurement / Comments
W&N Oils Mediums & Varnishes relaunch in sustainable packaging	Project planning completed in 2021 to allow January 2022 launch in line with W&N Brand plan	Implementation gate passed by December 2021
Switch to RPET vac forms across whole group	Identify core brand skus which use PET vac forms. Replace with RPET or non plastic alternative.	EPD approval forms signed off by January 2021 that identifies an RPET vacform solution by sku. Year end 2021 - minimum 60% of SKUs approved with implementation plan in place for 2022.
Root out plastic shipping materials – e.g. air bags & vinyl tapes	Replace plastic shipping materials with sustainable alternatives. Measure 2021 use v 2020 target 50% reduction by end year	Measure based on Customer order lines shipped. 50% plus to be using non plastic packaging by end of year. Identify products void fill / bags v paper. Vinyl tape v paper tape Pallet wrap.
Remove Plastic boxes on pencils and marker pen sets	EPD's approved and in implementation stage before end of 2021	Implementation gate passed by Dec 2021 skus identified design & artwork ready for 2022 rollout
Introduce consumer recycling programme	Via Terracycle or other programs. Aim for at least one pilot in 2021	Elephant – Include within Project Gaia (sustainably packaged paint set project) Minimum of 1 retailer trial agreed in UK, Northern Europe or Southern Europe for implementation in 2022.

RPET = Recycled PET plastic our target will be minimum 50% recycled content. PET is a plastic widely used and widely recyclable

EPD = Environmental Product Declaration product development process in Colart used when making change to existing products

Preferred Materials & Formats Guidelines

Red

Not to be used as customers cannot easily recycle

Controlled

When functional requirements dictate

Green

Preferred for recycling via kerbside

Materials

- Industrial Compostable
- Oxy Degradable
- PLA
- Polystyrene
- PVC
- PVCdC
- Plywood & MDF
- Foiled Paper

Formats & Design

- Black Plastic
- Expanded Foam Density Modified Plastics
- Double sided paper/ board laminations and coatings
- Glitter

Materials

- Home compostable
- Non PE flexible film incl OPP
- New material innovations

Formats & Design

- Multilayer films Complex laminates
- Shrink sleeves (perforated, including messaging to remove max coverage 60%)

Rigid Materials

- Glass (clear or of light colour)
- PET
- PP
- Steel & Aluminium
- Cardboard

Flexible Materials

- Paper
- Glassine
- PE *

Formats & Design

- Cardboard with plastic; Max 15% plastic, one side of board only and be easily separated
- Mono lidding film matched to tray material when permanently attached
- Colour: Clear / Low tint (plastics and glass)

This list is not exclusive and can be added or amended as necessary

Good Design Practice - Recycling

- Make it easy for the consumer to recycle
- Make it easy for the recycler to recycle (make packaging out of single materials)
- No use of unnecessary or excess plastic/packaging
- The packaging should be the minimum necessary to fit the products
 - WE DO NOT PACK AIR
 - WE DO NOT MOVE AIR
 - WE DO NOT SELL AIR

Good Design Practice: Paper & Board

Mixing plastic and paper / cardboard

- Designers should minimise laminate content with a maximum 15% of pack weight and utilise easy peel technology
- Tear-off Facility should be provided for plastic facing
- Two sided laminates are not acceptable

Coatings: Films / Laminates / Foil back / Metapol / Metallised Paper

- Minimise non-paper laminate content to a maximum 15% of pack weight and utilise easy peel technology
- Tear-off facility should be provided for plastic facing (included in the 15%)
- Foil blocking should be limited to no more than 30% of the area of the packaging

Good Design Practice: Paper & Board cont

Varnishes, Curable Varnishes and UV Curable Varnishes

- In general as they are such a small fraction of the packaging they are not considered detrimental. Do not use UV varnished or varnishes that breakdown into molecules with microplastic properties. Coatings that are soluble in water can generally be treated in a paper mills effluent treatment process

Adhesives to avoid. Hot Melts, Labels

- Do not use adhesives that plasticise at temperatures above 35 degrees Celsius or above
- Cold set, curable or water soluble adhesives are preferred

Good Design Practice: Paper & Board cont.

Paper products: Translucent Papers – Silicone, Waxed, Greaseproof, Wax coated and Glassine Paper

- Waxed papers can be harmful to the finished product of a paper mill and should be avoided.
- Moisture resistant papers can be dealt with by mill systems but are not preferred and may not be fully recycled

Other Fibrous Materials

- Cellulose fibre derived from trees is preferred

Biodegradable Paper Packaging

- Marking packaging as 'biodegradable' is irrelevant for recyclability.
- Any biodegradable claim must have evidence (an example is bio-glitter which does)

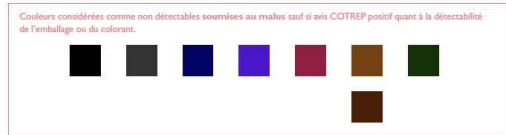
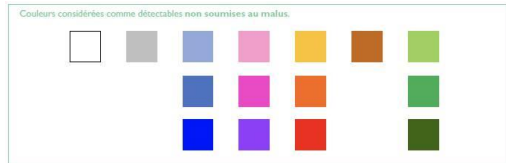
Changes in the 2020 packaging tax submission France

CITEO (the French government agency) is requesting a classification of the different plastic that we use:

- Bottle in clear PET
- Bottle in coloured PET, PE or PP
- Rigid Plastic packaging in PE, PP or PET
- Flexible plastic packaging in PE
- Rigid packaging in PS
- Complex packaging (no PVC)
- PVC packaging

The cost is directly impacted by the type of plastic:

Plastique	Tarif en ct €/kg
Bouteille et flacon en PET clair	28,88
Bouteille et flacon en PET foncé/coloré, PE ou PP	30,92
Emballage rigide PE, PP ou PET	33,30
Emballage souple en PE	36,08
Emballage rigide en PS	38,85
Emballage complexe ou autres résines hors PVC	41,63
Emballage contenant du PVC	48,57



Currently, we have the information on the type of plastic, PE, PP, PET but we also need :

- The colour of the plastic (in the green box, no penalty; in the red box, we pay a penalty of 10%)

The French submission is the most detailed and there are instances where we can get a rebate

Bonus on-pack 8%



*In some territories there are costs associated with adding logos as above on pack

Media campaigns 4%

Tv, radio, digital campaigns that reach at least 20 % of the french population

Waste packaging reduction 8%



	Poids avant (g)	Poids après (g)	% de réduction	Bonus
Bouteille	29	27	7%	



	Poids avant (g)	Poids après (g)	
4 pains	16	16	
4 opercules	2,8	2,8	
Fourneau	15	0	Élément supprimé

Plastic PE or PP including 50% of recycled plastic

Penalties on submissions – France specific

10% penalties:

- Rigid plastic + dark colour
- Rigid plastic made of PE, PP whose density is greater than 1
- Bottle and flask in PET containing glass beads

50% penalties:

- Reinforced cardboard
- PET bottle and rigid packaging associated with aluminum, PVC or silicone with a density greater than 1

100% penalties:

- Bottle, flask and rigid opaque PET packaging (mineral load > 4%)
- PVC bottle and flask

UK – (also available in other countries but not all)

Examples of Symbols you can use – at a cost approx. £1400 per annum



'Widely recycled' – used when 75% or more councils offer kerbside collections



'Widely recycled at recycling points: check locally for kerbside' – recycling in over 75% of councils



'Check local recycling' – used when 20% – 75% of councils offer kerbside collections



'Not currently recycled' – used when fewer than 20% of councils offer kerbside collections



'Recycle with carrier bags at larger stores – not at kerbside' – used on certain clean plastic films



Specialist labels can be developed for particular packaging challenges such as our paint can label.

This would not work for all markets as the infrastructure for recycling isn't consistent

SPI Code 1

Plastic marked with an SPI code of 1 is made with polyethylene terephthalate. These containers sometimes absorb odours and flavours from foods and drinks that are stored inside them. However, this is still a commonly used plastic for many household items and daily essentials.

SPI Code 2

The SPI code of 2 identifies plastic made with high-density polyethylene. These products are very safe and are not known to leach any chemicals into foods or drinks. Due to the risk of contamination, however, it's not safe to reuse an HDPE bottle as a food or drink container if it didn't originally contain some kind of edible substance. In other words, keep the shampoo bottles out of your kitchen cabinet!

SPI Code 3

Plastic labelled with an SPI code of 3 is made with polyvinyl chloride. This kind of plastic should not come in contact with food items as it is a dangerous, toxic chemical. PVC is in many everyday objects, but it's mostly for industrial use in the plumbing and construction sectors.

SPI Code 4

Plastic marked with an SPI code of 4 is made with low-density polyethylene. This plastic tends to be both durable and flexible. It also does not release harmful chemicals into objects, making it a safe choice for food storage.











SPI Code 5

You'll find SPI code of 5 on plastic items made with polypropylene. PP can be recycled, but is not as accepted as PETE or HDPE. This type of plastic is strong and can usually withstand higher temperatures. That's why you're able to reheat your leftovers in Tupperware without worrying about it melting!

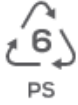
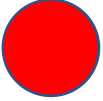

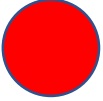
SPI Code 6

Plastic marked with an SPI code of 6 is made with polystyrene. PS can be recycled, but not efficiently; recycling it takes a lot of energy, which means that few places accept it. This is why it's a good idea to invest in a reusable mug for your daily caffeine fix!

Plastics

Name	Symbol	Abbreviations	RECYCLABILITY	Colart Use
Polyethylene Terephthalate	 PETE	PETE or PET	YES	
High-Density Polyethylene	 HDPE	HDPE	YES	
Polyvinyl Chloride	 PVC	PVC	YES – Check with local authority	
Low-Density Polyethylene	 LDPE	LDPE	YES – Check with local authority	
Polypropylene	 PP	pp	NO	

Plastics

Name	Symbol	Abbreviations	RECYCLABILITY	Colart Use
Polystyrene or Styrofoam		PS	NO	
Miscellaneous plastics (includes: polycarbonate, polylactide, acrylic, acrylonitrile butadiene, styrene, fiberglass, and nylon)		NA	NO – would have to confirm with local authority depending on plastic	

Symbols on pack and what they mean

The Green Dot



The Green Dot does not necessarily mean that the packaging is recyclable, will be recycled or has been recycled. It is a symbol used on packaging in some European countries and signifies that the producer has made a financial contribution towards the recovery and recycling of packaging in Europe.

Mobius Loop



The mobius loop is an international symbol that simply tells you that somewhere in the world it is possible to recycle the packaging material.

It is recommended when using this there is a number in the centre which gives the recycled content of the packaging.

Plastic Resin Codes



This identifies the type of plastic resin used to make the item by providing a 'Resin Identification Code'. It is represented with a 'chasing arrows' symbol surrounding a a number between 1 and 7 that defines the resin used.

Principals of making an environmental claim

When making a claim you should make sure:

- **It's not misleading**
 - doesn't cause another environmental problem
 - doesn't suggest a greater benefit than it does
 - isn't claiming a benefit from something in common use, or from the absence that is not in common use (100% CFC- free aerosol)
 - is something we've chosen to do beyond the legal requirements
 - **Your messages are clear and accurate**
 - accurately represent the scale of the environmental benefit your product provides
 - describe a specific measurable impact or process – don't use vague terms like **'eco' and 'environmentally friendly'**
 - use specific measurements or standards, for example ISO, CEN, BSI
 - use plain, specific language without jargon
 - be clear if it refers to the whole organisation or just one area of your business

Only use symbols, pictures or labels that directly support the claim you're making.
 - **The data you use is objective and transparent**
 - factual and referenced – think how a consumer might interpret your claim
- agreed

Continued

- don't base a claim on something that's not generally agreed by scientists
current

- use the latest guidance, methods and measures in your claim
- clear about the approach you've taken
- available to anyone who wants it
- reviewed and updated over time to keep it relevant

If your claims are about a target you're aiming to meet in the future, make sure:

- details of any claims are publicly available
- it's feasible you could achieve the aim
- you make information about your progress publicly available