

K E R I N G



ECODESIGN TOOL FOR PACKAGING ITEMS

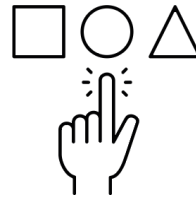
2024

Why this tool?

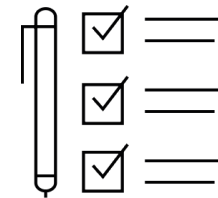
The transformation of the luxury industry is achieved by knowledge sharing. To this end, Kering champions an open-source approach, sharing its findings and knowledge with the entire industry.



To give you ideas and recommendations to better eco-design a packaging



To enable you to choose the best option between different designs of a packaging

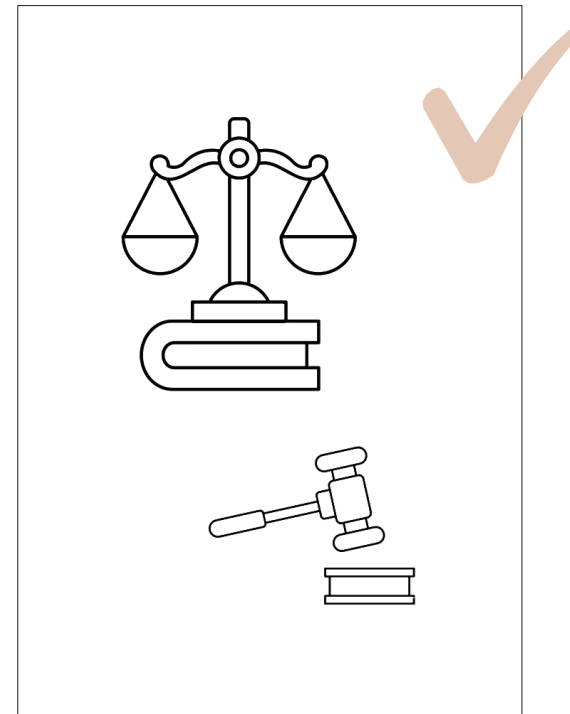


To help you assess the alignment of a packaging with Kering's ambition

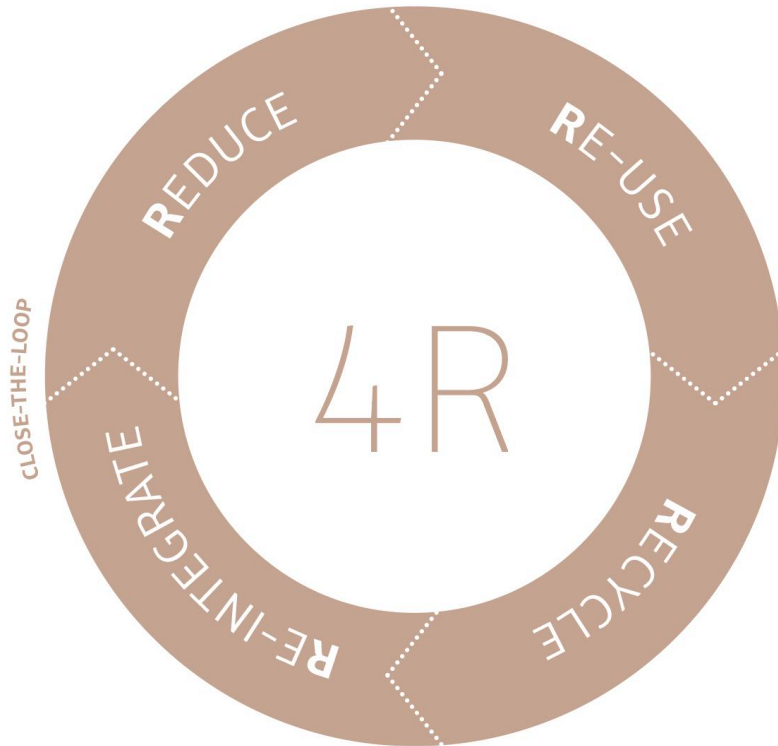
This tool was designed with the helpful guidance of CITEO +

Perimeter of this tool

This document tends to be a worldwide practical tool to ease your packaging development in accordance with Kering standards and main international eco-design recommendations. In parallel, you will have to ensure your packaging also respects specific national regulations.



Reminder of Kering packaging circular design – 4R



1_ REDUCE

Reduction is the 1st preliminary question to answer when studying a packaging:

- Eliminate unnecessary packaging,
- Reduce size of packaging and quantity of material used
- Use end to end packaging, from the supplier to the store or client

2_ RE-USE

Design for re-use or repurposing, especially in BtoB and e-commerce

3_ RECYCLE

Design for recycling:

- Simplification of composition with mono-material as a goal
- Ensure packaging waste sorting and recycling at all stages

4_ RE-INTEGRATE

Integrate recycled or bio-based materials:

- Source certified materials to ensure traceability

Reminder of Kering objectives for plastic packaging

KERING's final objective is to totally remove single-use plastic packaging and requests its brands to follow these **objectives for their plastic packaging**:

BtoC

COMPLETE SUP ELIMINATION

(Note: packaging containing trace amounts of plastic i.e., with a plastic content $\leq 0.1\%$ by mass is OK)

BtoB

SUP ELIMINATION

Only authorized plastic packaging if:

1. Reusable

2. Circular:

- **Recycled content:** 100% recycled, containing at least 30% of post-consumer recycled content
- **Ensured recyclability:** 100% recyclable plastic (format and material)
- **Collection for recycling:** implementation of a closed-loop process and at least 50% of the plastic packaging should be recycled

Reminder of Kering objectives for paper/cardboard packaging

KERING requests its brands to follow these **objectives for their carton/paper packaging:**

PACKAGING BtoC & BtoB

1. Ensure recyclability:

- ✓ Paper/carton should be the main material and represent at least 85% of the total weight of the packaging
- ✓ Recyclability of the packaging should be certified through norms such as EN13430 or ISO18604:2013

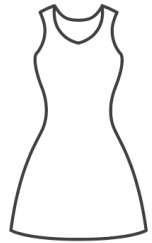
2. Ensure sustainable sourcing:

- ✓ Main requirement is FSC Mixed or Blue Angel certified paper/carton
- ✓ If available and technically OK, FSC recycled paper/carton is highly recommended
- ✓ Next-generation feedstocks (including agricultural residues) as component of the paper/carton are also recommended

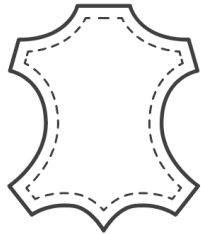
How to use this tool?



Perimeter of this tool



RTW



LGS



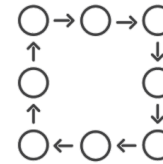
JWL



SHO



SLK



OPS



STO



WAT

On the following tiers:

BtoB = NOT GIVEN to the client

Tier 1

when decided by
Kering: final
assembly

Tier 0

Warehouse

Tier 0

Stores

BtoC = GIVEN to the client

In shop

E-commerce

Exclusions



Coffee shops
& restaurants, malls...



Cosmetics

How does it work?

➔ **STEP 1:** Select your packaging category

➔ **STEP 2:** Select your packaging type

➔ **STEP 3:** If available, select your packaging option

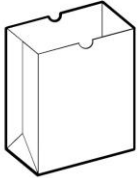
➔ **STEP 4:** Follow the packaging specific design principles and requirements

SELECT YOUR POLYBAG, PROTECTIVE BAG & ENVELOPE OPTION

Click on selected option to access requirements



Paper-based



Natural fibers-based



Plastic-based

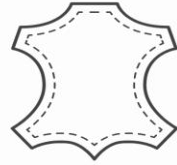


POLYBAG, PROTECTIVE BAG & ENVELOPE: NATURAL FIBERS-BASED

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	Certified and recycled natural fibers with recycled content > 20%	Mono-material polybag / protective bag / envelope (main body + associated materials): 100% natural fibers - Avoid the excessive quantity of material used in the packaging - Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains. - GRS certified recycled natural fibers with recycled content > 50%
ASSOCIATED ELEMENTS MATERIAL (ribbon, labels & stickers, ...)	Ribbon material sourcing: - Certified and recycled natural fibers with recycled content > 20% 100% recycled plastic with at least 50% Post Consumer Waste - Bio-based plastic Labels & stickers material sourcing: FSC Mixed. If available, FSC recycled. Or Blue Angel certified. 100% recycled plastic with at least 50% Post Consumer Waste or Bio-based plastic	Use same material as main body - Avoid the use of plastic and if not possible, prefer GRS or OK Biobased certification
DECORATION	- No use of carbon black pigment - Inks must contain less than 0,1% of MOSH and MOAH	- Avoid plastic lamination, including metallized lamination - Avoid hot-foiling - Limit printing to compulsory information only - Avoid dark packaging and prefer light colours - Avoid mass-tinted fabric - Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

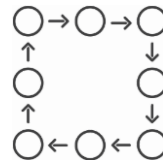
Select your packaging category



In contact with product



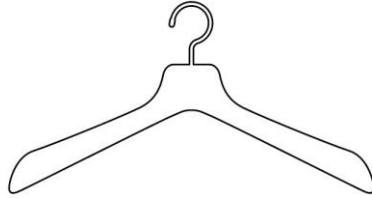
In store & e-commerce



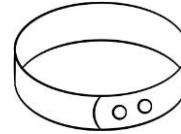
Transport & shipping

BtoC Packaging in contact with the product

> select your packaging type



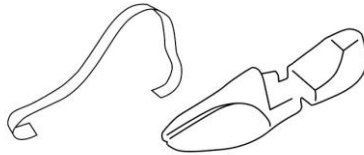
Hanger



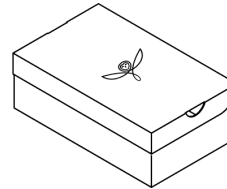
Collar & butterfly support



Hygienic protection



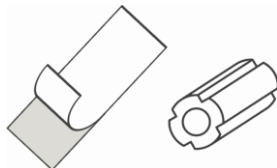
Shoetree



Shoe box



Hangtag, label & sticker



Protection for metal/fragile part

The following items are not considered as packaging:

RTW: Garment bag

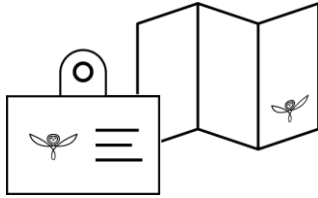
SHOES: Dustbag

JEWELLERY and WATCHES: box (including foam/cushion) and pouch

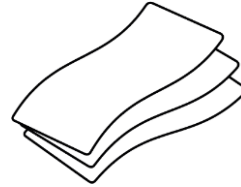
For non-precious jewelry boxes, "branded box" requirements apply (following page)

BtoC Packaging for stores & e-commerce

> select your packaging type



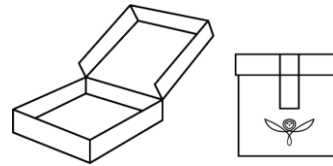
Card, leaflet & card holder



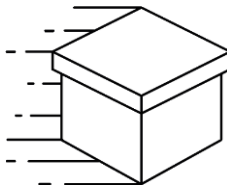
Silk and tissue paper



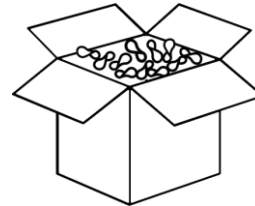
Shopping bag



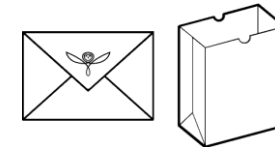
Collapsible and/or branded box



Shipping box and envelope



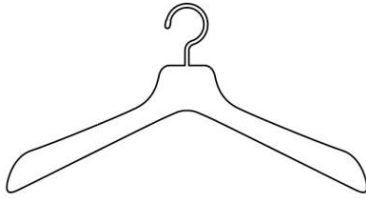
Cushioning, filler and foam



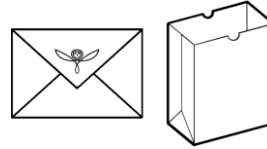
Polybag, protective bag & envelope

BtoB Packaging for transport & logistics

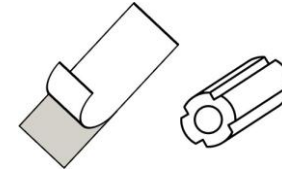
> select your packaging type



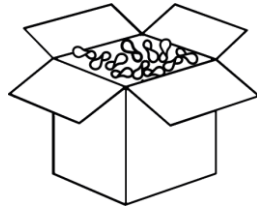
Hanger*



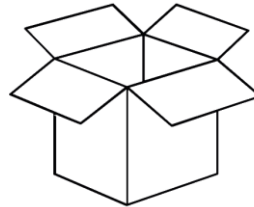
Polybag, protective bag & envelope



Protection for metal/fragile part



Cushioning, fillers and foam



Transport/ protective box



Pallet film/blister

*If the hanger is used for BtoB and BtoC then please select the hanger factsheet in the BtoC category

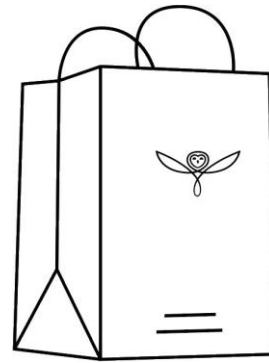
Shopping bag



Shopping bag options

BtoC

Click on selected option to access requirements



Paper-based



Plastic-based



Shopping bag: paper-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mix - Blue Angel certified	• Mono-material shopping bag (main body + associated materials): 100% paper • Avoid the excessive quantity of material used in the packaging
ASSOCIATED ELEMENTS MATERIAL	• All non-paper elements must represent less than 15% of the packaging weight • Handles material sourcing: - No synthetic handles - Paper handles will ensure mono-material design: certified and/or recycled paper (cf requirement as main body) - Certified and recycled natural fibers with recycled content > 20% • Labels & stickers material sourcing: - Certified and/or recycled paper (cf requirement as main body)	• GRS certified recycled natural fibers with recycled content > 50% • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Avoid dark shopping bag and prefer light colours • Avoid mass-tinted paper • Metallized inks and use water-based or vegetal-based inks without colour bleed risk

Shopping bags inspiring practices



 In order to reach mono-material shopping bags and achieve optimum recyclability, here are some inspiring practices:		CREATE HOLES IN THE PAPER BAGS AS HANDLING SYSTEM ➤ The holes can have a specific shape that reminds the DNA of the brand.
		PAPER HANDLES ➤ Replace plastic or natural fibers handles by paper handles with textile effect and strength.
		REPLACE COLOURS BY RELIEF FOR A LUXURIOUS DESIGN ➤ Use embossing technique on your bag to create luxurious decoration without printing.

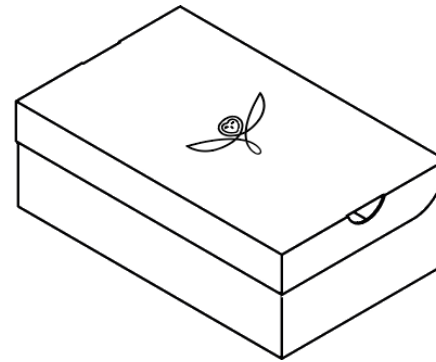
Shoe box



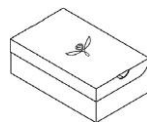
Shoe box option

BtoC

Click on selected option to access requirements



Cardboard-based



Shoe box: paper-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Mono-material shoe box (main body + associated materials): 100% paper • Avoid the excessive quantity of material used in the packaging • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains.
ASSOCIATED ELEMENTS MATERIAL	• All non-paper elements must represent less than 15% of the packaging weight • Labels, stickers and wrapping paper material sourcing: - Certified and/or recycled paper (cf requirement as main body)	• Use same material as main body • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Avoid dark box and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

Shoe box inspiring practices



In order to reach mono-material shopping bags and achieve optimum recyclability, here are some inspiring practices:



SHOE BOXES USED AS SHIPPING BOXES

➤ Boxes that can be used as both packaging and shipping boxes. This reduces the need for two separate boxes and leads to waste reductions associated with online orders. Already implemented by sportswear brands for shoes.



DUST BAG, POLYBAG OR WRAPPING PAPER REMOVAL

➤ Tailored packaging options for consumers: The creation of options for consumers to choose a reduced packaging option when ordering online (ex: without garment polybags or hangers).



REPLACE COLOURS BY RELIEF FOR A LUXURIOUS DESIGN

➤ Use embossing technique on your box to create luxurious decoration without printing.

Polybag, protective bag &
envelope



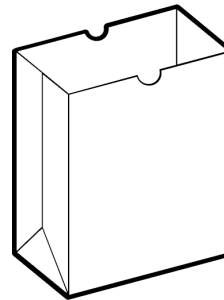
Select your polybag, protective bag & envelope option

BtoC

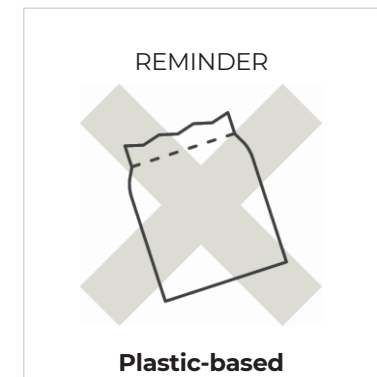
Click on selected option to access requirements



Paper-based



Natural fibers-based

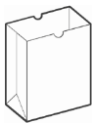




Polybag, protective bag & envelope: paper-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Mono-material polybag / protective bag / envelope (main body + associated materials): 100% paper • Avoid the excessive quantity of material used in the packaging • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains.
ASSOCIATED ELEMENTS MATERIAL (closure, window, labels, stickers...)	• All non-paper elements must represent <15% of the packaging weight • Labels & stickers material sourcing: - Certified and/or recycled paper (cf requirement as main body)	• Use same material as main body • Removing labels and stickers > printing directly on main body • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION & WATER-PROOFING	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark packaging and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Polybag, protective bag & envelope: natural fibers-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Certified and recycled natural fibers with recycled content > 20%	• Mono-material polybag / protective bag / envelope (main body + associated materials): 100% natural fibers • Avoid the excessive quantity of material used in the packaging • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains. • GRS certified recycled natural fibers with recycled content > 50%
ASSOCIATED ELEMENTS MATERIAL (ribbon, labels & stickers, ...)	• Ribbon material sourcing: - No synthetic ribbon - Certified and recycled natural fibers with recycled content > 20% • Labels & stickers material sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Use same material as main body • GRS certified recycled natural fibers with recycled content > 50%
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark packaging and prefer light colours • Avoid mass-tinted fabric • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

Polybag, protective bag & envelope inspiring practices

 In order to reach mono-material shopping bags and achieve optimum recyclability, here are some inspiring practices:		DUST BAG, POLYBAG OR WRAPPING PAPER REMOVAL ➤ Tailored packaging options for consumers: The creation of options for consumers to choose a reduced packaging option when ordering online (ex: without garment polybags or hangers).
		100% RECYCLED CONTENT POLYBAGS ➤ Various Fashion Pact signatories have already moved to 100% recycled content polybags.
		100% PAPER-BASED POLYBAGS ➤ For e-commerce and in store shopping which are recyclable in the conventional paper and cardboard streams. New technologies can allow some good transparency in paper polybags.

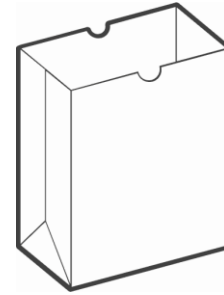
Select your polybag, protective bag & envelope

BtoB

Click on selected option to access requirements



Paper-based



Natural fibers-based



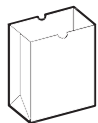
Plastic-based



Polybag, protective bag & envelope: paper-based

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Mono-material polybag / protective bag / envelope (main body + associated materials): 100% paper • Avoid the excessive quantity of material used in the packaging • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains.
ASSOCIATED ELEMENTS MATERIAL (closure, window, labels, stickers...)	• All non-paper elements must represent less than 15% of the packaging weight • Material sourcing: Certified and/or recycled paper (cf requirement as main body) - 100% recycled plastic with at least - 50% Post Consumer Waste - Bio-based plastic	• Use same material as main body • Avoid the use of plastic and if not possible, prefer GRS or OK Biobased certification • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION & WATER-PROOFING	• No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Avoid plastic lamination, including metallized lamination, and hot-foiling • Limit printing to compulsory information only • Avoid dark packaging and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Polybag, protective bag & envelope: natural fibers-based

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Certified and recycled natural fibers with recycled content > 20%	• Mono-material polybag / protective bag / envelope (main body + associated materials): 100% natural fibers • Avoid the excessive quantity of material used in the packaging • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains. • GRS certified recycled natural fibers with recycled content > 50%
ASSOCIATED ELEMENTS MATERIAL (ribbon, labels & stickers, ...)	• Ribbon material sourcing: - Certified and recycled natural fibers with recycled content > 20% - 100% recycled plastic with at least 50% Post Consumer Waste - Bio-based plastic • Labels & stickers material sourcing: - FSC Mixed. If available, FSC recycled. Or Blue Angel certified. - 100% recycled plastic with at least 50% Post Consumer Waste or Bio- based plastic	• Use same material as main body • Avoid the use of plastic and if not possible, prefer GRS or OK Biobased certification
DECORATION	• No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Avoid plastic lamination, including metallized lamination • Avoid hot-foiling • Limit printing to compulsory information only • Avoid dark packaging and prefer light colours • Avoid mass-tinted fabric • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

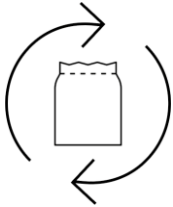


Polybag, protective bag & envelope: plastic-based

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• LDPE* must represent at least 80% of the packaging weight • Plastic sourcing: - 100% recycled LDPE* with at least 50% Post Consumer Waste - If not possible, source LDPE with certified bio-content	• Mono-material polybag / protective bag / envelope (main body + associated materials): 100% LDPE • Avoid the excessive quantity of material used • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains. • Ensure size is compatible with recycling processes (size > A4 or > 50 x 50 mm once compacted) • Reduce plasticizers and chlorine to the minimum • Use additives that do not increase the density higher than 0,97 g/cm³ • Certification GRS or OK Biobased
ASSOCIATED ELEMENTS MATERIAL (closure, window, labels, stickers...)	• All non-LDPE must represent less than 20% of the packaging weight and should not be PVC, PET, PA or PLA. • Material sourcing: - 100% recycled plastic with at least 50% Post Consumer Waste or Bio-based plastic. - Paper: FSC Mixed. If available, FSC recycled. Or Blue Angel certified.	• Use same material as main body • GRS or OK Biobased certification • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No use of carbon black pigment • No opaque films • Inks must contain less than 0,1% of MOSH and MOAH	• Avoid plastic lamination, including metallized lamination, and hot-foiling • Limit printing to compulsory information only and prefer laser marked print • Avoid dark packaging and prefer light colours • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

Polybag, protective bag & envelope inspiring practices

 In order to reach mono-material shopping bags and achieve optimum recyclability, here are some inspiring practices:		POLYBAG, PROTECTIVE BAG & ENVELOPE REMOVAL
		100% RECYCLED CONTENT POLYBAGS ➤ Various Fashion Pact signatories have already moved to 100% recycled content polybags.
		100% PAPER-BASED POLYBAGS ➤ For e-commerce and in store shopping which are recyclable in the conventional paper and cardboard streams. New technologies can allow some good transparency in paper polybags.
		REUSABLE POLYBAGS ➤ Offering a reusable shipper to brands and retailers eliminates the need for polybags in the supply-chain.

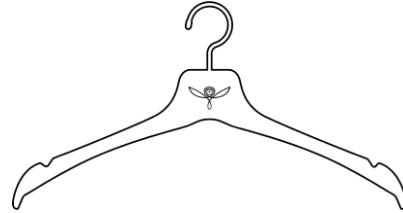
Hanger



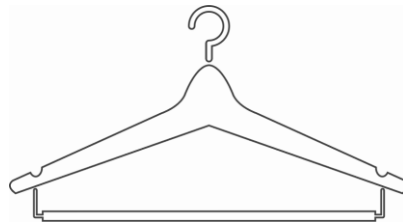
Select your hanger option

BtoC

Click on selected option to access requirements



Paper-based



Wood-based



REMINDER

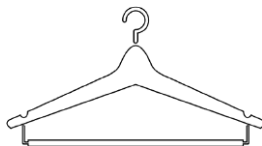
Plastic-based



Hanger: paper-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Mono-material hanger (main body + associated materials): 100% paper • Avoid the excessive quantity of material used in the packaging
HOOK MATERIAL	All non-paper elements must represent less than 15% of the packaging weight • Hook sourcing • Paper hook (cf requirement as main body) - Recycled metal hook	• Use same material as main body • Prefer non-ferrous metal and if possible, avoid metal • Certified recycled metal hook • Limit weight of hook
OTHER ASSOCIATED ELEMENTS MATERIAL	• All non-paper elements must represent less than 15% of the packaging weight • Hanger cover material sourcing: - Certified and recycled natural fibers with recycled content > 20% • Labels & stickers material sourcing: - Certified and/or recycled paper (cf requirement as main body)	• Avoid the use of textile • Avoid the use of labels and stickers • GRS certification
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Prefer impersonalized hangers: avoid logo, iconic patterns and seasonal designs • Avoid the use of velvet flocking and mass-tinted paper • Avoid dark hanger and prefer light colours • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Hanger: wood-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Wood sourcing: - FSC 100% - FSC Mix - Blue Angel certification - No liquid wood (Arboform)	• FSC Recycled • Preferentially source FSC-certified wood from smallholders • Avoid the excessive quantity of material used
HOOK MATERIAL	• Recycled metal hook	• Limit weight of hook • Certified recycled metal hook
OTHER ASSOCIATED ELEMENTS MATERIAL	• Hanger cover material sourcing: - Certified and recycled natural fibers with recycled content > 20% • Labels & stickers material sourcing: - FSC Mixed. If available, FSC recycled. - Blue Angel certified	• Avoid the use of textile • Avoid the use of labels and stickers • GRS certification
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Prefer impersonalized hangers: avoid logo, iconic patterns and seasonal designs • Avoid the use of velvet flocking • Avoid dark hanger and prefer light colours • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

Hanger inspiring practices

BtoC



In order to reach mono-material shopping bags and achieve optimum recyclability, here are some inspiring practices:



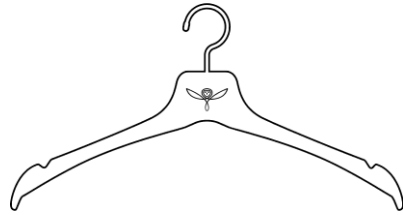
100% PAPER HANGER

➤ It will ensure it is recyclable.

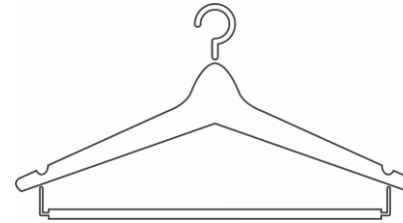
Select your hanger option

BtoB

Click on selected option to access requirements



Paper-based



Wood-based



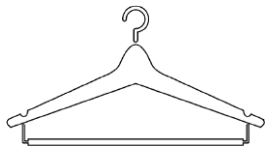
Plastic-based



Hanger: paper-based

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Mono-material hanger • Avoid the excessive quantity of material used
HOOK MATERIAL	• All non-paper elements must represent less than 15% of the packaging weight • Hook sourcing - Paper: FSC Mixed. If available, FSC recycled. / Blue Angel certified - Recycled metal hook - 100% recycled plastic with at least 50% Post Consumer Waste - Bio-based plastic	• Use same material as main body • Avoid the use of plastic and if not possible, prefer GRS or OK Biobased certification • Prefer non-ferrous metal and if possible, avoid the use of metal • Certified recycled metal hook • Limit weight of hook
OTHER ASSOCIATED ELEMENTS MATERIAL	• All non-paper elements must represent less than 15% of the packaging weight • Hanger cover material sourcing: - Certified and recycled natural fibers with recycled content > 20% - 100% recycled synthetic fibers with at least 50% Post Consumer Waste - Bio-based synthetic fibers • Labels & stickers material sourcing: - FSC Mixed. If available, FSC recycled. Or Blue Angel certified - 100% recycled plastic with at least 50% Post Consumer Waste or Bio-based plastic	• Use same material as main body • Avoid the use of textile • Avoid the use of labels and stickers • GRS or OK Biobased certification
DECORATION	• No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Prefer impersonalized hangers: avoid logo, iconic patterns and seasonal designs • Avoid plastic lamination including metallized lamination, and hot-foiling • Avoid the use of velvet flocking • Avoid dark hanger and prefer light colours • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Hanger: wood-based

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Wood sourcing: - FSC Mix and if possible, FSC 100%. Or blue angel certification. - No liquid wood (Arboform)	• FSC Recycled • Preferentially source FSC-certified wood from smallholders • Avoid the excessive quantity of material used
HOOK MATERIAL	• Paper: FSC Mixed. If available, FSC recycled. Blue Angel certified • Recycled metal hook • 100% recycled plastic with at least 50% Post Consumer Waste • Bio-based plastic	• Limit weight of hook • Avoid the use of plastic and if not possible, prefer GRS or OK Biobased certification • Prefer non-ferrous metal and if possible, avoid the use of metal • Certified recycled metal hook
OTHER ASSOCIATED ELEMENTS MATERIAL	• Hanger cover material sourcing: - Certified and recycled natural fibers with recycled content > 20% - 100% recycled synthetic fibers with at least 50% Post Consumer Waste - Bio-based synthetic fibers • Labels & stickers material sourcing: - FSC Mixed. If available, FSC recycled. Or Blue Angel certified - 100% recycled plastic with at least 50% Post Consumer Waste. Or bio-based plastic	• Avoid the use of textile • Avoid the use of labels and stickers • GRS or OK Biobased certification
DECORATION	• No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Prefer impersonalized hangers: avoid logo, iconic patterns and seasonal designs • Avoid plastic lamination including metallized lamination, and hot-foiling • Avoid the use of velvet flocking • Avoid dark hanger and prefer light colours • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Hanger: plastic-based

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• PP* must represent at least 80% of the packaging weight • Plastic sourcing: - 100% recycled PP* with at least 50% Post Consumer Waste - If not possible, source PP with certified bio-content	• Mono-material hanger • Avoid the excessive quantity of material used • Reduce plasticizers and chlorine to the minimum • Use additives that do not increase the density higher than 0,97 g/cm³ • GRS or OK Biobased certification
HOOK MATERIAL	• All non-PP elements must represent less than 20% of the packaging weight and should not be PVC, PET, PA or PLA. • Hook sourcing: - 100% recycled plastic with at least 50% Post Consumer Waste - Bio-based plastic - Recycled metal hook	• Use same material as main body • Limit weight of hook • Reduce plasticizers and chlorine to the minimum • Use additives that do not increase the density higher than 0,97 g/cm³ • GRS or OK Biobased certification • Prefer non-ferrous metal and if possible, avoid the use of metal • Certified recycled metal hook • GRS or OK Biobased certification
OTHER ASSOCIATED ELEMENTS MATERIAL	• All non-PP elements must represent less than 20% of the packaging weight and should not be PVC, PET, PA or PLA. • Hanger cover material sourcing: - Certified and recycled natural fibers with recycled content > 20% - 100% recycled synthetic fibers with at least 50% Post Consumer Waste. Or Bio-based synthetic fibers. • Labels & stickers material sourcing: - 100% recycled plastic with at least 50% Post Consumer Waste. Or bio-based plastic. - FSC Mixed. If available, FSC recycled. Or Blue Angel certified.	• Use same material as main body • Avoid the use of textile • Avoid the use of labels and stickers • Reduce plasticizers and chlorine to the minimum • Use additives that do not increase the density higher than 0,97 g/cm³ • GRS or OK Biobased certification
DECORATION	• No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Prefer impersonalized hangers: avoid logo, iconic patterns and seasonal designs • Avoid plastic lamination including metallized lamination, and hot-foiling • Avoid the use of velvet flocking • Avoid dark hanger and prefer light colours • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

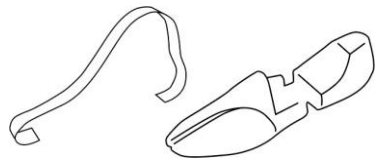
Hangar inspiring practices



 In order to reach mono-material shopping bags and achieve optimum recyclability, here are some inspiring practices:		REUSE SYSTEMS FOR HANGERS ➤ The implementation of collection processes of BtoB/in-store used garment hangers from retail stores. These hangers are then sorted, quality inspected, re-packaged and distributed to garment, footwear and accessory suppliers around the world.
		100% PAPER HANGER ➤ It will ensure it is recyclable.

Other – shoes





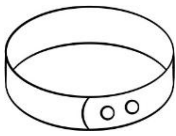
Shoetree: paper-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Avoid the use of shoe tree and if not possible, avoid the excessive quantity of material used in the packaging • Mono-material shoe tree (main body + associated materials): 100% paper
ASSOCIATED ELEMENTS MATERIAL (labels, stickers...)	• All non-paper elements must represent less than 15% of the packaging weight • Material sourcing: - Certified and/or recycled paper (cf requirement as main body)	• Removing labels and stickers > printing directly on main body • Use same material as main body
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark shoetree and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

Other – Ready to Wear





Collar & Butterfly support: paper-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Avoid the use of collar & butterfly support and if not possible, avoid the excessive quantity of material used in the packaging • Mono-material collar and butterfly support (main body + associated materials): 100% paper
ASSOCIATED ELEMENTS MATERIAL (labels, stickers...)	• All non-paper elements must represent less than 15% of the packaging weight • Material sourcing: - Certified and/or recycled paper (cf requirement as main body)	• Removing labels and stickers > printing directly on main body • Use same material as main body
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark collar & butterfly support and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



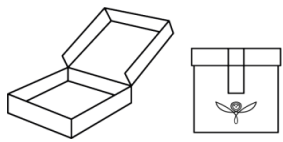
Hygienic protection for bikini: paper-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Mono-material hygienic protection (main body + associated materials): 100% paper • Avoid the excessive quantity of material used in the packaging
ASSOCIATED ELEMENTS MATERIAL (labels, stickers...)	• All non-paper elements must represent less than 15% of the packaging weight • Material sourcing: - Certified and/or recycled paper (cf requirement as main body)	• Removing labels and stickers > printing directly on main body • Use same material as main body • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark hygienic protection and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

Other - boxes

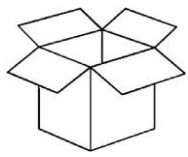




Collapsible and branded box: paper-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Mono-material box (main body + associated materials): 100% paper • Avoid the excessive quantity of material used • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains.
ASSOCIATED ELEMENTS MATERIAL (labels, stickers...)	• All non-paper elements must represent less than 15% of the packaging weight • Material sourcing: - Certified and/or recycled paper (cf requirement as main body)	• Removing labels and stickers > printing directly on main body • Use same material as main body • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark box and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Transport and protective box: paper-based

BtoB

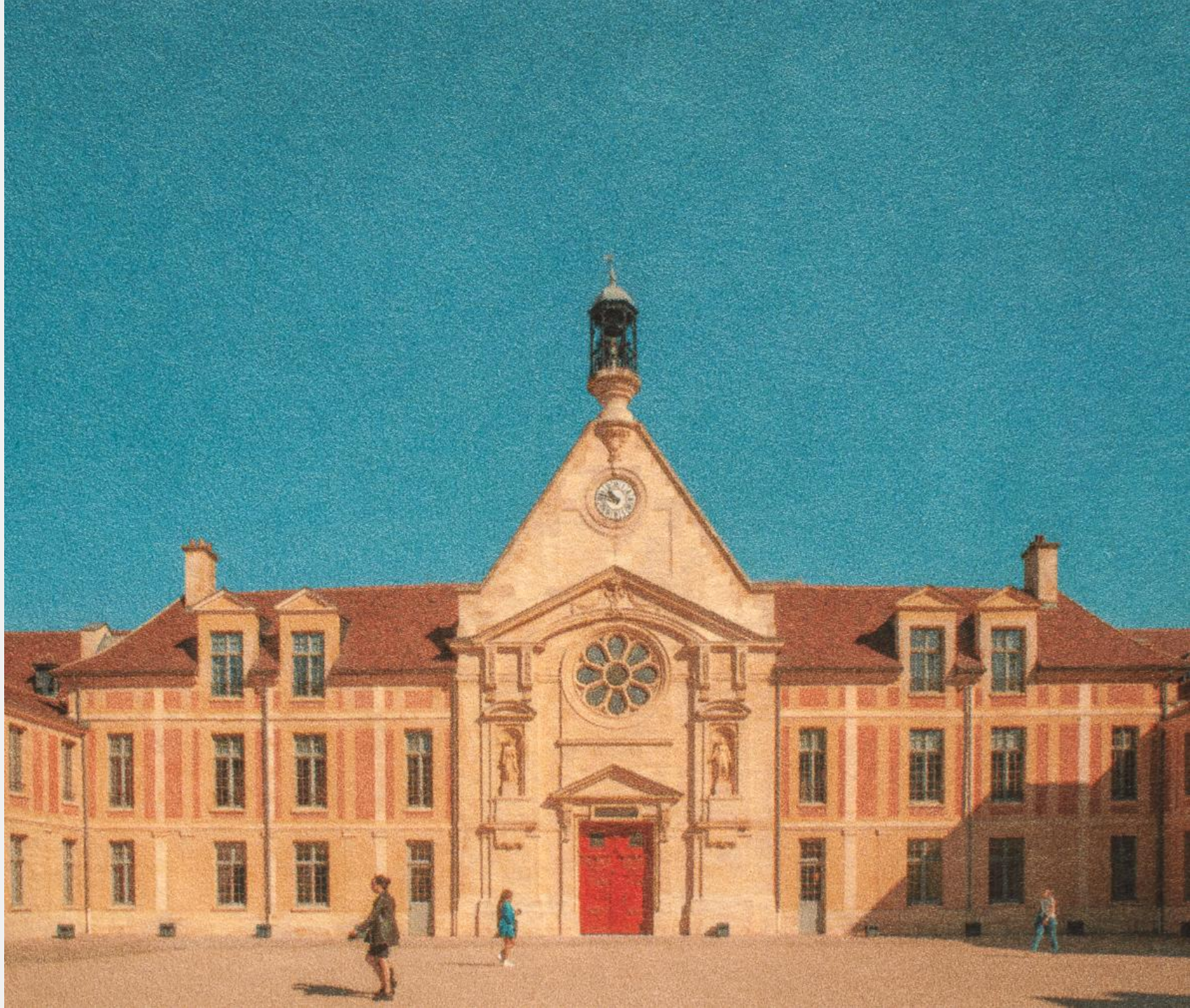
	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Mono-material box (main body + associated materials): 100% paper • Avoid the use of armed box • Avoid the excessive quantity of material used • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains.
ASSOCIATED ELEMENTS MATERIAL	• All non-paper elements must represent less than 15% of the packaging weight • Material sourcing: - Certified and/or recycled paper (cf requirement as main body) - 100% recycled plastic with at least 50% Post Consumer waste. Or bio-based plastic.	• Use same material as box main body material • Removing labels and stickers > printing directly on main body • Avoid the use of armed tape. Favor paper-tape over vinyl tape for sealing box • Adhesive: water-soluble at ambient temperature and without residue on packaging • GRS or OK Biobased certification.
DECORATION	• No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid plastic lamination, including metallized lamination, and hot-foiling • Avoid dark box and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

Other boxes inspiring practices



 In order to reach mono-material shopping bags and achieve optimum recyclability, here are some inspiring practices:		REUSABLE TRANSPORT AND PROTECTIVE BOX ➤ Offering a reusable shipper to brands and retailers eliminates the need for boxes in the supply-chain
		MONO-MATERIAL BRANDED BOXES ➤ Collapsible branded box with no need of 3M stickers or magnets to be closed
		MOULDED PULP BOXES ➤ Moulded pulp is a new technology of paper producers that will allow high quality mono-material box
		REPLACE COLOURS BY RELIEF FOR A LUXURIOUS DESIGN ➤ Use embossing technique on your bag to create luxurious decoration without printing.

Other – packaging items

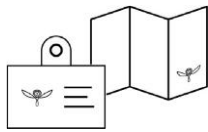




Hangtag, label & sticker: paper-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Avoid the use of hangtag, labels or stickers, and if not possible, avoid the excessive quantity of material used • Mono-material hangtag, label, sticker (main body + associated materials): 100% paper
ASSOCIATED ELEMENTS MATERIAL (attachment...)	• All non-paper elements must represent less than 15% of the packaging weight • Material sourcing: - No synthetic fibers - Certified and/or recycled paper (cf requirement as main body) - Certified and recycled natural fibers with recycled content > 20%	• Use same material as box main body material • Adhesive: water-soluble at ambient temperature and without residue on packaging • GRS certified recycled natural fibers with recycled content > 50%
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark hangtag/label/sticker and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Card, leaflet & card holder: paper-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Avoid the use of card, leaflet or card holder, and if not possible, avoid the excessive quantity of material used in the packaging • Mono-material card, leaflet, card holder (main body + associated materials): 100% paper
ASSOCIATED ELEMENTS MATERIAL (labels, stickers...)	• All non-paper elements must represent less than 15% of the packaging weight • Material sourcing: - Certified and/or recycled paper (cf requirement as main body)	• Removing labels and stickers > printing directly on main body • Use same material as box main body material • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark card/leaflet/card holder and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Silk and tissue paper: paper-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mixed - Blue Angel certified	• Avoid the use of silk and tissue paper and if not possible, avoid the excessive quantity of material used in the packaging • Mono-material silk and tissue paper (main body + associated materials): 100% paper
ASSOCIATED ELEMENTS MATERIAL (labels, stickers...)	• All non-paper elements must represent less than 15% of the packaging weight • Material sourcing: - Certified and/or recycled paper (cf requirement as main body)	• Removing labels and stickers > printing directly on main body • Use same material as box main body material • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark silk/tissue paper and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Pallet film/blister: plastic-based

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• LDPE* must represent at least 80% of the packaging weight • Plastic sourcing: - 100% recycled LDPE* with at least 50% Post Consumer Waste - If not possible, source LDPE with certified bio-content • Opaque films are forbidden	• Mono-material film (main body + associated materials): 100% LDPE • Avoid the excessive quantity of material used in the packaging, by reducing the number of film layers or using shrink films • Reduce plasticizers and chlorine to the minimum • Use additives that do not increase the density higher than 0,97 g/cm³ • GRS or OK Biobased certification
ASSOCIATED ELEMENTS MATERIAL (labels, stickers...)	• All non-LDPE* elements must represent less than 20% of the packaging weight and should not be PVC, PET, PA or PLA. • Material sourcing: - 100% recycled plastic with at least 50% Post Consumer Waste. Or bio-based plastic - Paper: FSC Mixed. If available, FSC recycled. Or Blue Angel certified	• Use same material as main body material • Reduce plasticizers and chlorine to the minimum • Use additives that do not increase the density higher than 0,97 g/cm³ • Adhesive: water-soluble at ambient temperature and without residue on packaging • GRS or OK Biobased certification
DECORATION	• No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Avoid plastic lamination, including metallized lamination, and hot-foiling • Limit printing to compulsory information only and prefer laser marked print • Avoid dark film/blister and prefer light colours • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk.

*This plastic type is preferred as it is the best option to reach recyclability at scale

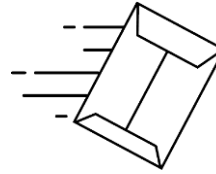
Shipping



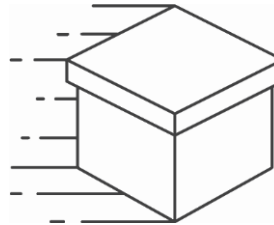
Select your shipping packaging option

Click on selected option to access requirements

BtoC



**Paper-based
shipping envelope**

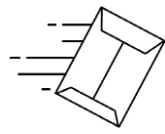


Cardboard box

REMINDER



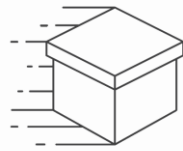
**Plastic-based
envelope**



Shipping envelope: paper-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mix - Blue Angel certified	• Mono-material shipping envelope (main body + associated materials): 100% paper • Avoid the excessive quantity of material used • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains.
ASSOCIATED ELEMENTS MATERIAL (labels, stickers, wrapping material, adhesive...)	• All non-paper elements must represent less than 15% of the packaging weight • Material sourcing: - Certified and/or recycled paper (cf requirement as main body)	• Use same material as box main body material • Removing labels and stickers > printing directly on main body • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark envelope and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



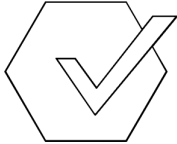
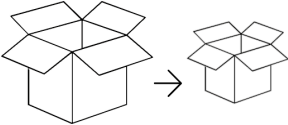
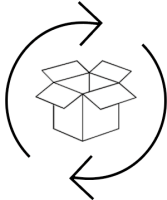
Shipping box: cardboard-based

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mix - Blue Angel certified	• Mono-material box (main body + associated materials): 100% paper • Avoid the excessive quantity of material used • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains.
ASSOCIATED ELEMENTS MATERIAL (labels, stickers, closure system, adhesive...)	• All non-paper elements must represent less than 15% of the packaging weight • Material sourcing: - Certified and/or recycled paper (cf requirement as main body)	• Use same material as box main body material • Removing labels and stickers > printing directly on main body • Avoid the use of armed tape. Favor paper-tape over vinyl tape for sealing box • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark box and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

Shipping packaging inspiring practices



 In order to reach mono-material shopping bags and achieve optimum recyclability, here are some inspiring practices:		TAILORED PACKAGING OPTIONS FOR CONSUMERS ➤ The creation of options for consumers to choose a reduced packaging option when ordering online (ex: without garment polybags or hangers).
		ADJUST PACKAGING SIZE TO PRODUCT DIMENSIONS ➤ The redesign of digital shipping envelopes used for apparel to more suitable size ranges. This results in reduced corrugated material and the addition of a re-seal strip for customer returns.
		REUSE SYSTEMS FOR SHIPPING BAGS ➤ The provision of reusable packaging which can easily be returned by mail with deposit rewards for brands.

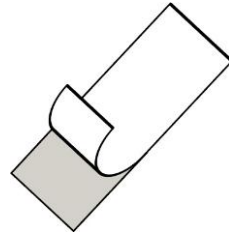
Protection for
metal/fragile parts &
cushioning, filler and
foam



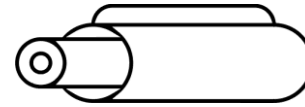
Select your protection for metal/fragile parts option

BtoC

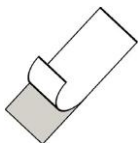
Click on selected option to access requirements



Paper-based protective tape



Plastic-free protective tube



Protection for metal/fragile parts: paper-based protective tape

BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mix - Blue Angel certified	• Mono-material protective tape (main body + associated materials): 100% paper • Avoid the excessive quantity of material used
ASSOCIATED ELEMENTS MATERIAL	• All non-paper elements must represent less than 15% of the packaging weight and should not be plastic	• Use same material as main body • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark tape, prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Protection for metal/fragile parts: plastic-free tube

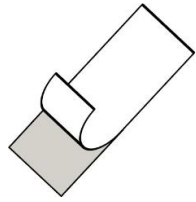
BtoC

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	If paper, • Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN1343 • Paper sourcing: - FSC Recycled - FSC Mix - Blue Angel certified If natural fibers, - Certified and recycled natural fibers with recycled content > 20%	• Mono-material plastic-free tube: 100% paper • Avoid the excessive quantity of material used • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains.
ASSOCIATED ELEMENTS MATERIAL	• For paper-based tube, all non-paper elements must represent less than 15% of the packaging weight	• Use same material as main body • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark tube, prefer light colours • Avoid mass-tinted paper or fabric • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

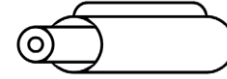
Select your protection for metal/fragile option

BtoB

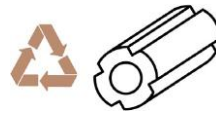
Click on selected option to access requirements



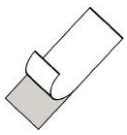
**Paper-based
protective tape**



**Plastic-free
protective tube**



**Plastic foam
protective tube**



Protection for metal/fragile parts: paper-based protective tape

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Paper sourcing: - FSC Recycled - FSC Mix - Blue Angel certified	• Mono-material protective tape (main body + associated materials): 100% paper • Avoid the excessive quantity of material used
ASSOCIATED ELEMENTS MATERIAL	• All non-paper elements must represent less than 15% of the packaging weight and should not be plastic	• Use same material as main body • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Avoid plastic lamination, including metallized lamination, and hot-foiling • Limit printing to compulsory information only and logo • Avoid dark tape and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Protection for metal/fragile parts: plastic-free tube

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	If paper, • Paper must represent at least 85% of the packaging weight • Recyclability of the packaging must be certified through norms such as EN1343 • Paper sourcing: - FSC Recycled - FSC Mix - Blue Angel certified If natural fibers, - Certified and recycled natural fibers with recycled content > 20%	• Mono-material plastic-free tube: 100% paper • Avoid the excessive quantity of material used • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains.
ASSOCIATED ELEMENTS MATERIAL	• For paper-based tube, all non-paper elements must represent less than 15% of the packaging weight	• Use same material as main body • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Avoid plastic lamination, including metallized lamination, and hot-foiling • Limit printing to compulsory information only and logo • Avoid dark tube and prefer light colours • Avoid mass-tinted paper or fabric • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Protection for metal/fragile parts: plastic tube

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• EPE* must represent at least 80% of the packaging weight • Plastic sourcing: - 100% recycled EPE with at least 50% Post Consumer Waste - If not possible, source EPE with bio-content	• Mono-material tube: 100% EPE • Avoid the excessive quantity of material used • Design primary packaging optimizing the saturation, not oversized: the packaging size should not be more than 15% bigger than the product it contains. • Reduce plasticizers and chlorine to the minimum • Use additives that do not increase the density higher than 0,97 g/cm³ • GRS or OK Biobased certification
ASSOCIATED ELEMENTS MATERIAL	• All non-plastic elements must represent less than 20% of the packaging weight	• Use same material as main body • Reduce plasticizers and chlorine to the minimum • Use additives that do not increase the density higher than 0,97 g/cm³ • GRS or OK Biobased certification • Adhesive: water-soluble at ambient temperature and without residue on packaging
DECORATION	• No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Avoid plastic lamination, including metallized lamination, and hot-foiling • Limit printing to compulsory information only • Avoid dark tube and prefer light colours • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

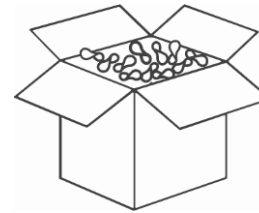
Select your cushioning, filler or foam option

BtoC

Click on selected option to access requirements



**Paper-based
filler**



**Other plastic-free
filler**



**Paper-based
cushioning**

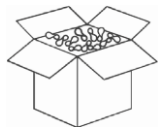


Cushioning, filler and foam: paper-based fillers

BtoC

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Plastic sourcing: - FSC Recycled - FSC Mix - Blue Angel certified	• Mono-material fillers: 100% paper • Avoid angel hair • Avoid the excessive quantity of material used
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark fillers and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Cushioning, filler and foam: other plastic-free filler



	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Certified and recycled natural fibers with recycled content > 20%	• Mono-material fillers: 100% natural fibers • Avoid the excessive quantity of material used • GRS certified recycled natural fibers with recycled content > 50%
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark fillers and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk



Cushioning, filler and foam: paper-based cushioning

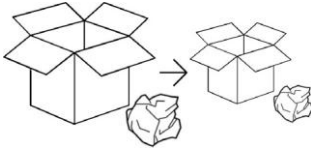
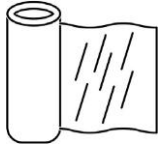
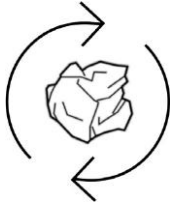
BtoC

BtoB

	REQUIREMENTS	ADDITIONAL BEST PRACTICES
MAIN BODY MATERIAL	• Paper must represent at least 85% of the packaging weight Recyclability of the packaging must be certified through norms such as EN13430 or ISO18604:2013 • Plastic sourcing: - FSC Recycled - FSC Mix - Blue Angel certified	• Mono-material cushioning: 100% paper • Avoid the excessive quantity of material used
DECORATION	• No plastic lamination, including metallized lamination • No hot-foiling • No use of carbon black pigment • Inks must contain less than 0,1% of MOSH and MOAH	• Limit printing to compulsory information only and logo • Avoid dark cushioning and prefer light colours • Avoid mass-tinted paper • Avoid metallized inks and use water-based or vegetal-based inks without colour bleed risk

Fillers and cushioning inspiring practices



 In order to reach mono-material shopping bags and achieve optimum recyclability, here are some inspiring practices:		ADJUST PACKAGING SIZE TO PRODUCT DIMENSIONS ➤ It will allow to reduce the quantity of fillers and cushioning used.
		100% PAPER CUSHIONING ➤ Paper cushioning can also be very resistant, thanks to technologies such as moulded paper pulp.
		REUSE SYSTEMS FOR FILLERS AND CUSHIONING ➤ Offering reusable fillers and cushioning to brands and retailers eliminates the need for polybags in the supply-chain.

Sources



Sources

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K E R I N G

CREATIVITY IS OUR LEGACY



GUCCI | SAINT LAURENT | BOTTEGA VENETA | BALENCIAGA | McQUEEN | BRIONI
BOUCHERON | POMELLATO | DODO | QEELIN | GINORI 1735
KERING BEAUTÉ | KERING EYEWEAR