



Sustainability and accessibility

May 23-24, 2022

Agenda

Sustainability : measure to improve

You can improve what you measure: Our disruptive Planet Moment of Truth (PMOT) methodology allows you to measure the environmental impact of your packaging materials - so you can calibrate them and ensure alignment with your sustainability goals..


-Planet Moment of Truth – Structural Design
3D - L'ORÉAL DERCOS case study

-Planet Moment of Truth – Design and Ink
2D -  case study

Sustainable... and accessible

A real game changer within the packaging world. It marks a significant step-change in how big brands can put accessibility at the forefront of design and packaging decisions and be a catalyst for change.

 -**Navi Lens** - Our *Kellogg's* Case Study : How a packaging project for the visual impaired ended up in the British Houses of Parliament

 -**Holy Grail 2.0** – How to recycle using embedded digital watermarks allowing smart packaging recycling in the EU

Speakers:

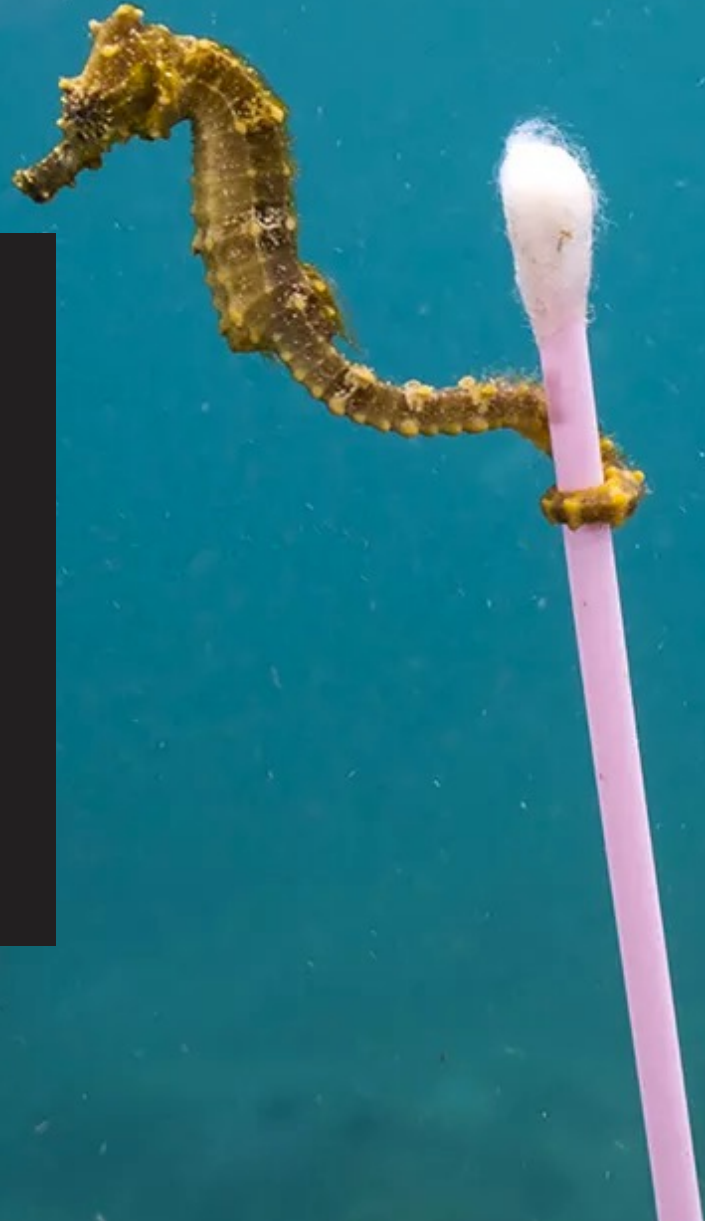


Lucile Grentzinger



Victoria Tierney

The Situation



After 2 years during which customers' attention was focused on COVID situation, the switch is now back on our collective need to save the planet. Our customers are asking for **CONCRETE SOLUTIONS**



BY 2025

ELIMINATE
UNNECESSARY
PLASTIC
WASTE

Take
pro
sim
th
or
de

Evolving Regulation

wrap



BY 2025

100%

of plastic packaging
to be reusable,
recyclable or
compostable

wrap



%

average recycled
content across all
plastic packaging

wrap



BY 2025

70%

of plastic packaging
effectively recycled
or composted

wrap



P M O T

Evolving Regulation

2021

EU Single use plastic ban effective from July.

560 European Parliament MEPs voted in favor of the agreement with EU ministers

(35 against and 28 abstained)

The following products were banned in the EU by 2021:

- Single-use plastic plates
- Plastic straws
- Cotton bud sticks made of plastic
- Plastic balloon sticks
- Oxo-degradable plastics and food containers and expanded polystyrene cups



P M O T

Evolving Regulation

2022

UK Plastic TAX will target packaging with less than 30% recycled content.

The UK government has confirmed its plans to introduce the new Plastic Packaging Tax from April 2022, with the aim of encouraging greater use of recycled plastic and to help tackle plastic packaging waste. The tax applies to plastic packaging produced in, or imported into the UK.

“The government wants to introduce a tax rate which is significant enough to change manufacturer behaviour and to drive demand for recycled plastic, while not imposing excessive burdens on business”



P M O T

Evolving Regulation

2025

Targets set by the Plastic Pact, widely adopted by industry and guiding government legislation.



TOGETHER
WE
CAN

An aerial photograph of a winding asphalt road through a lush, green mountainous landscape. The road curves through the terrain, with a small bridge crossing a stream in the lower right. A dark rectangular object is visible on the road near the bridge. The surrounding area is densely forested with green trees and vegetation.

The Challenge

P M O T

Navigating sustainability is **not easy** for the brand owners



P M O T

The answer is not obvious...

“It’s made from sustainably sourced wood fibres that are 100% recyclable!”

“It’s super lightweight so lowers carbon emissions!”

“The inner barrier is a bio-based PEF polymer film that is fully recyclable”

“Wouldn’t it be better for the environment to use just one material?”

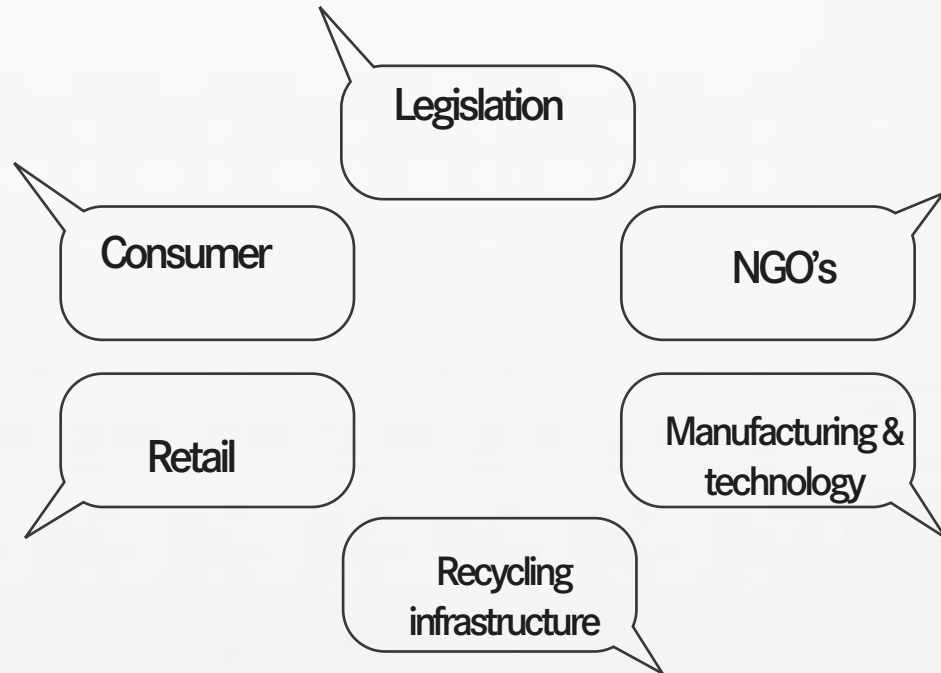
“But a refillable bottle would ensure energy is not lost...”

“Plastic films can’t be recycled in current recycling infrastructure!”



P M O T

Everyone has an opinion



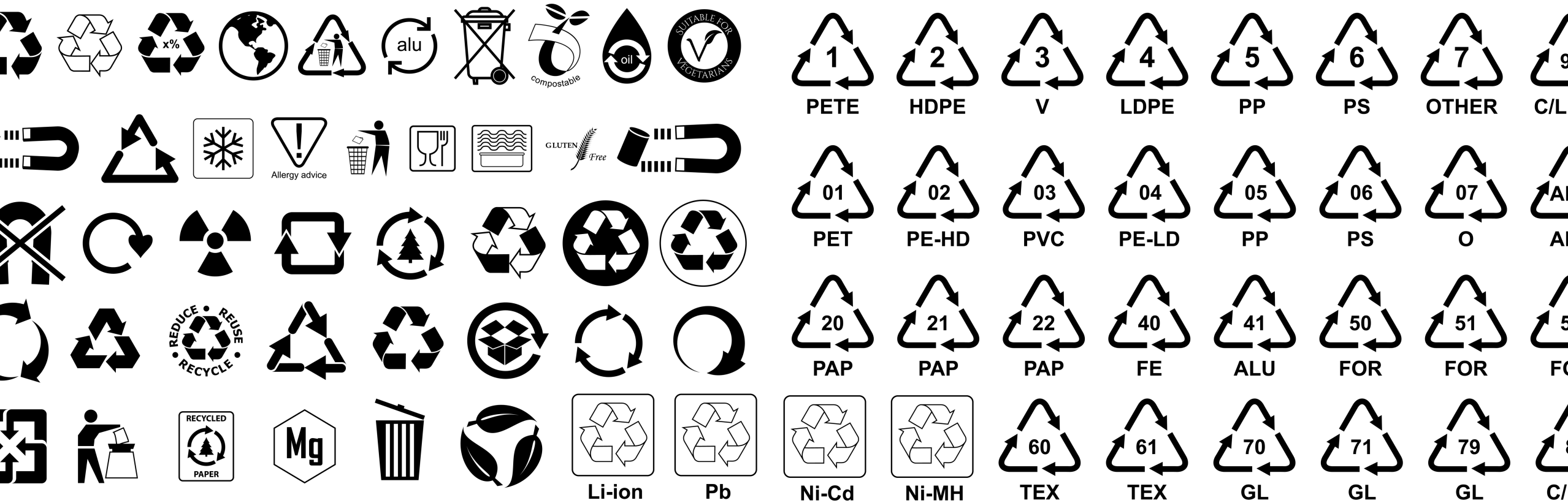
Sustainable solutions will need to create a balance between society needs, regulation and market forces.

To deliver sustainability, brands will need to listen to a wide set of key stakeholders.



P M O T

...and consumers are confused



 **SGS & CO**
Sustainability
Solutions



P M O T

Our beliefs

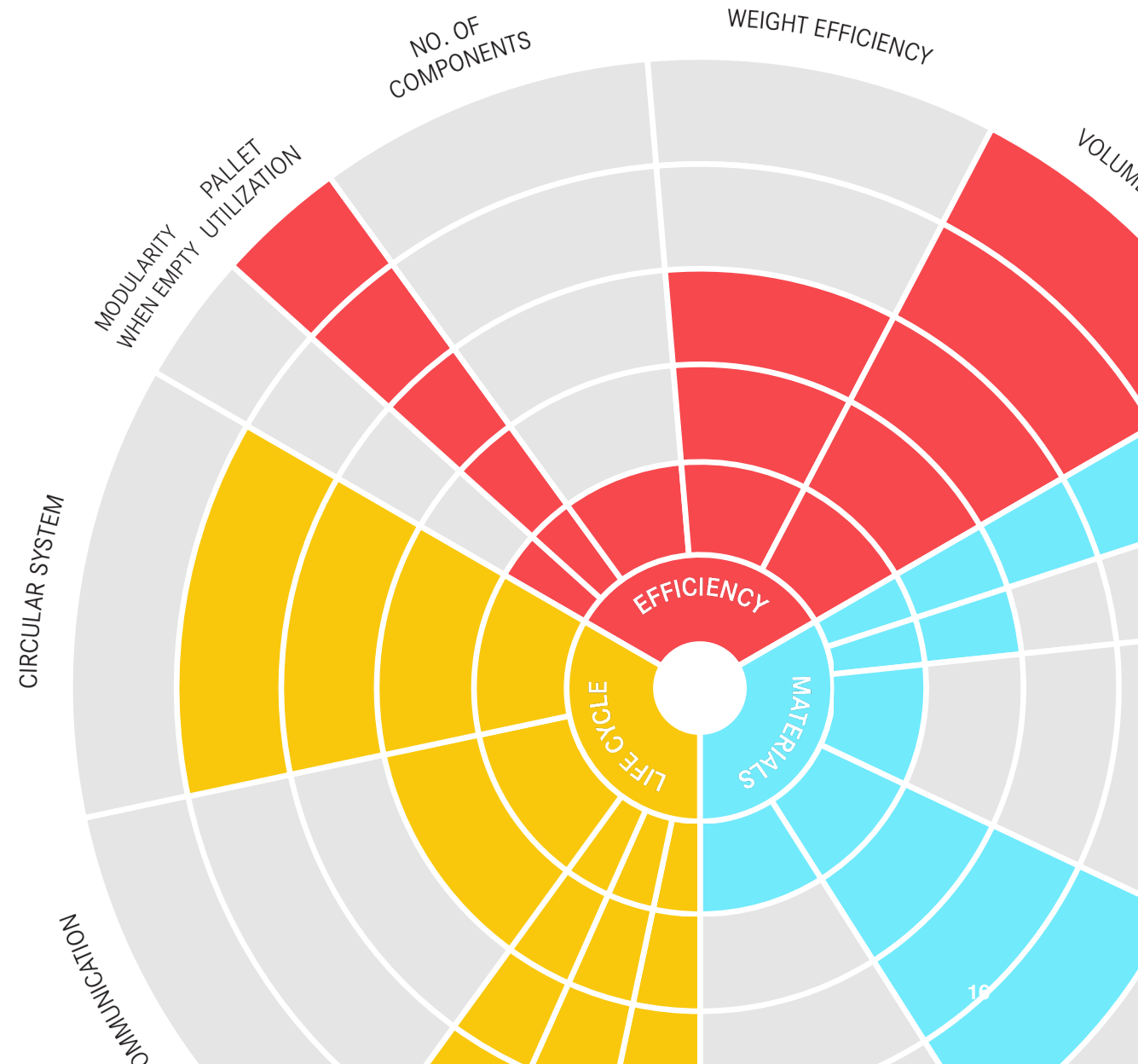
We believe **sustainable packaging** design can:

1. Minimise carbon footprint
2. Minimise waste
3. Eliminate confusion
4. Drive new consumer experiences

P M O T

Our process

Our Planet Moment Of Truth (PMOT) packaging assessment tool quickly identifies opportunities to **improve sustainability.**



How it works

We focus on **4 areas**:

Efficiency

Weight, size, shape

Optimising the use of energy

Materials

Construction

Optimising the use of materials

Print Process

Process, inks

Optimising energy and waste

Life Cycle

Replenish, Recycle, Reuse

Preventing the loss of energy & materials



01

EFFICIENCY



02

MATERIALS



03

PRINT PROCESS

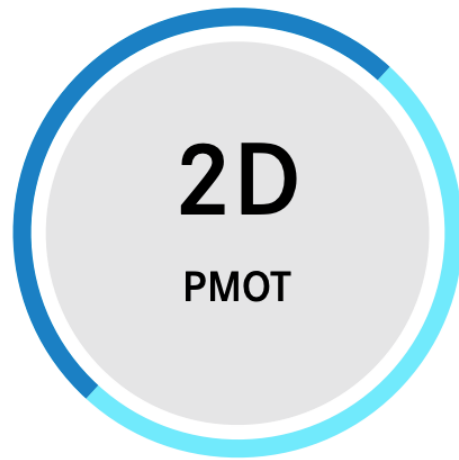


04

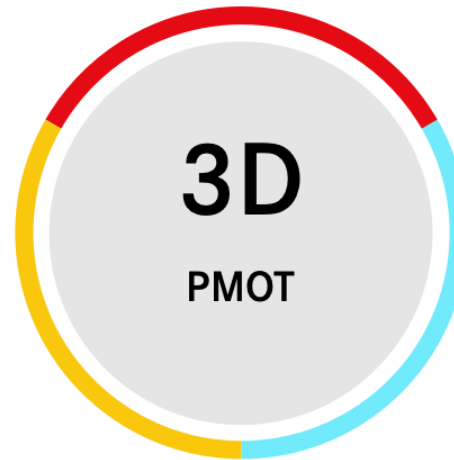
LIFE CYCLE

PMOT

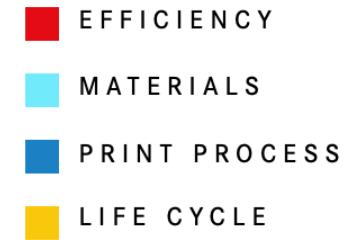
PMOT is a suite of tools



Assessing the environmental impact of **graphic design**



Assessing the environmental impact of **structural packaging**



DERCOS
NUTRIENTS

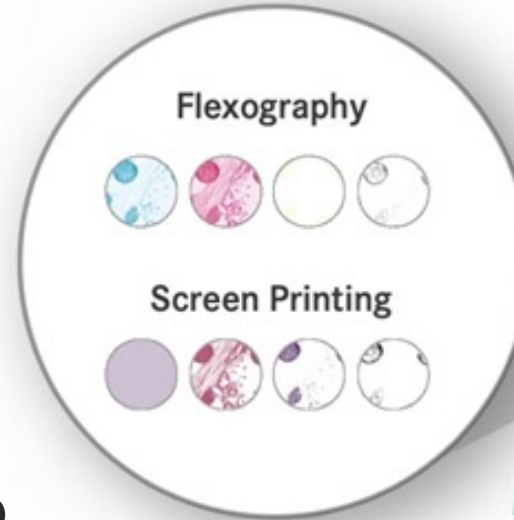


Sustainability Solution

-16%



in the range's
plastic tube
carbon footprint



Structural Design –
3D – L'OREAL
DERCOS case study

VICHY
LABORATOIRES

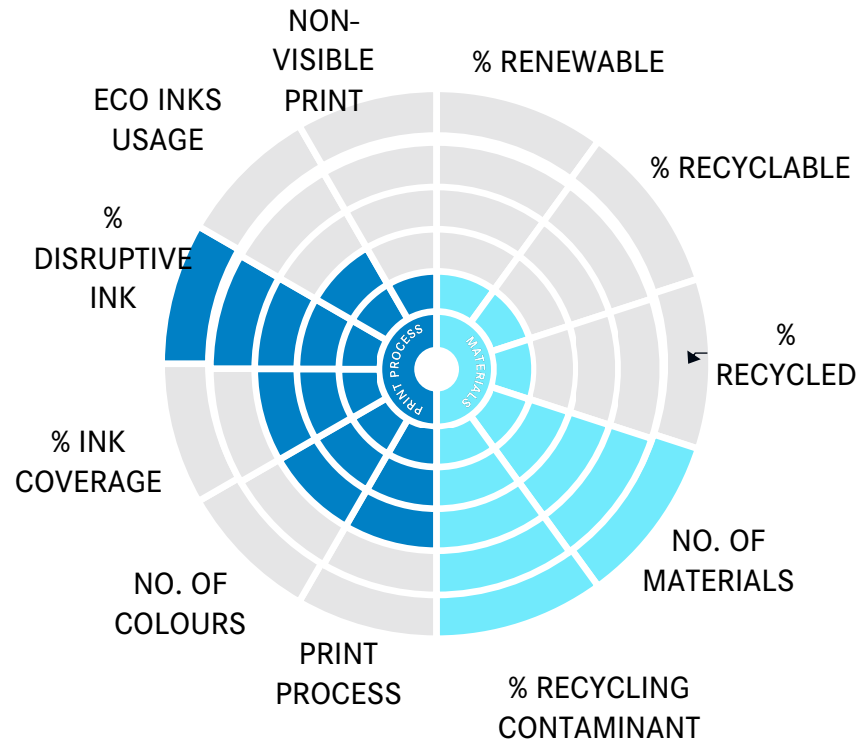
L'ORÉAL
Active Cosmetics

Design and Ink – 2D - **Mondelēz** International case study



Graphic design assessment

2D PMOT ANALYSIS: Milka 100g



NO OF COLOURS

6

INK COVERAGE

79.87 %



KEY TAKEOUTS

- 6 inks print
- Unsustainable material
- Coldseal
- No aluminium envelope

OPPORTUNITIES

- Move to more renewable material
- Inking area optimisation

Graphic design assessment

2D PMOT ANALYSIS: Milka 100g



ORIGINAL

INK
COVERAGE
79.87
%



ECO DESIGN OPTION 1

INK
COVERAGE
43.18
%



ECO DESIGN OPTION 2

INK
COVERAGE
55.12
%



ECO DESIGN OPTION 3

INK
COVERAGE
45.75
%

Inclusive packaging

Kellogg's



How did this begin?





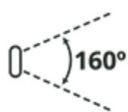
NaviLens technology is based on the scanning, through your smartphone, of a special code integrated into the design of the product packaging: in this way, information on the ingredients, allergens and recycling information of each specific product is made accessible, in audio form



12x times farther than QR and barcode



Very fast
1/30 seconds to read



Wide angle reading up to 160°



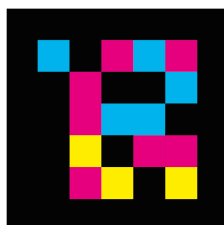
Reading in all light conditions



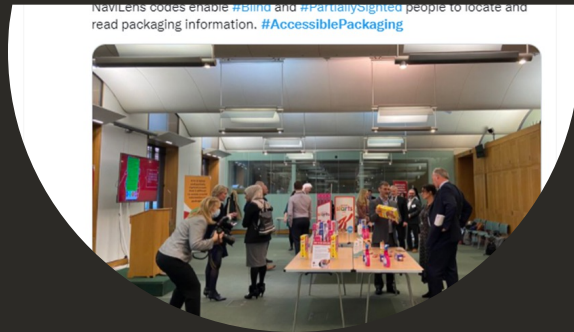
Accuracy & Orientation



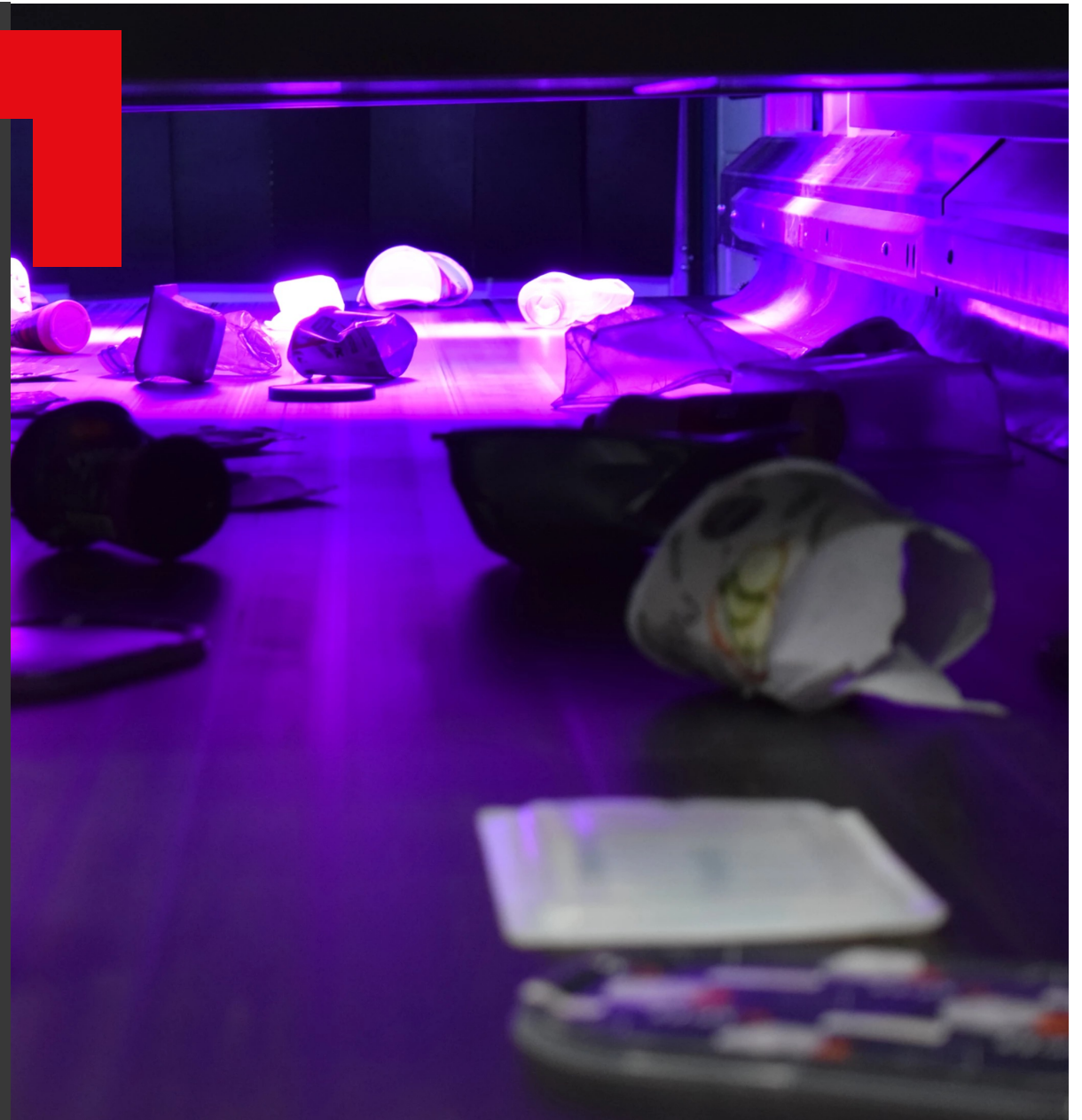
Unfocused



Why did Kellogg's go to parliament?



Holy Grail 2.0 -
Automating packaging
recycling process
without impacting the
design



What is Holy Grail 2.0?

Automated recycling selective sorting with invisible watermark at large scale



All of the packaging waste from the products we buy will contain the information needed to be **properly sorted and recycled**

Full & Associate members



Questions?



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Thank you

