



# RECYCLASS PLATFORM

## DESIGN FOR RECYCLING



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# INTRODUCTION



Thoughtful Design for Recycling is an essential step to ensure the recyclability of packaging. The industry's business-as-usual approach has reached a turning point, and a paradigm shift is necessary. Packaging, mainly used in single-use applications, is often designed without any considerations for the proper end-of-life management which is essential in ensuring a circular life for products.

*By 2030, all plastics packaging will have to be reusable or recyclable in an economically viable manner.*

- Frans Timmermans  
First Vice-President of the EU Commission  
in the context of the Plastics Strategy

Amid the pursuit of circular economy in Europe and in light of the Plastics Strategy, design for recycling stands as a relevant measure to accomplish higher recycling rates.



Design for Recycling is an essential step to ensure that packaging is recyclable.



RecyClass is a free online tool developed by Plastics Recyclers Europe aiming to help the plastics value chain find the correct way to approach and evaluate the recyclability of their packaging products. RecyClass is based on a hands-on experience of European plastics recyclers and it shows to which extend a package is suitable for recycling, rating it from “A” – fully recyclable, to “F” – incineration is the only feasible option.

In addition, the tool provides specific indications and recommendations on how to improve packaging design to fit current recycling technologies.

Recyclclass can also be used as a marketing tool as it is able to certify those packages that can be recycled and therefore have a RecyClass label. RecyClass is based on the Design for Recycling Guidelines developed by The European PET Bottle Platform (EPBP) and elaborated by Plastics Recyclers Europe (PRE). The tool is continuously reviewed and maintained by PRE recycling experts.

The launch of the RecyClass Platform was driven by the brands’ interest in tailor-made designs for their packaging products. This initiative aims at filling an existing gap between different industry actors and works towards bringing the knowledge of recyclers right down to the packaging producers.



**RecyClass provides specific indications and recommendations on how to improve packaging design to fit current recycling technologies.**

# PLATFORM FEATURES

RecyClass Platform provides guidance to plastic value chain actors interested in improving packaging design to allow efficient recycling.



## SUPPORT VIA EMAIL

### Customer service support via email to all the users' questions

The RecyClass team will provide you with general guidance and advice regarding recyclability, including responses to all your questions related to design compatibility with recycling.

Support is limited to 10 queries per year for Bronze partners, 20 queries for Gold partners and 50 queries per year for Platinum partners.



## PRODUCT CERTIFICATION

### Official Certification of a packaging by an external party

The analysis of the packaging will be verified by an external auditor. An official certification will grant your packaging a RecyClass label. The RecyClass label can be displayed on the package as a marketing claim for consumers.

Product Certifications\* are limited to 1 for Silver partners, 3 for Gold and 5 for Platinum partners. Further product certifications can be arranged upon request.

*\*The Platform affiliation does not cover any costs related to laboratory testing.*



## TECHNOLOGY APPROVAL

### Design for Recycling Assessment using the Protocols

Process assessment of a technology using the Design for Recycling Evaluation Protocols. The application is followed by the RecyClass Technical Committee and the tests\* are conducted by an independent laboratory.

*\*Costs of the tests not included.\*\*For Platinum members 1 technology approval can be arranged instead of the product certifications.*





## RECYCLING POLICY REPORT

### Analysis and assessment of your recycling policy

RecyClass team will assess your current recycling policy if available. RecyClass will propose a set of recommendations based on your current policy to adapt it to current trends in recycling. RecyClass experts can also support the development of a new report if none is available within your company.



## TRAINING PROGRAMME

### Design of a customized one-day training course in your company

The course explores current recycling technologies available and broadly installed in Europe, main technological challenges faced by the recyclers, how design influences sorting and recycling of the package, analysis and discussion of a company package provided by the company and a general Q&A for all the participants. The content of the course can be adapted to specific needs of the company upon previous agreement.



## RECYCLASS ADVISORY BOARD

### Reserved seat at the Advisory Board of RecyClass

Participation in Advisory Board meetings organised by PRE where the RecyClass Technical Committee discusses future trends and possible developments of the RecyClass Platform.



## COMPANY EXPOSURE

### Company logo displayed in a dedicated section of the RecyClass website

Display of your logo on the website as a Recyclclass supporter for the period of 1 year.



# SUPPORTING FEES

RecyClass offers 3 different supporting levels for those companies committed to improve the recyclability of their packaging. Supporters find in RecyClass an advisor to assess and improve the recyclability either of their packaging assortment or a single package product.

BRONZE	GOLD	PLATINUM
3.000 €/annually	5.000 €/annually	10.000 €/annually
Support via email <i>limited to 10 queries/year</i> ✓	Support via email <i>limited to 20 queries/year</i> ✓	Support via email <i>limited to 50 queries/year</i> ✓
Product Certification (1) ✗	Product Certification (3) ✓	Product Certification (5) ✓
Technology Approval ✗	Technology Approval ✗	OR Technology Approval (1) ✓
Recycling Policy Report ✗	Recycling Policy Report ✗	Recycling Policy Report ✓
Training Programme ✗	Training Programme ✗	Training Programme ✓
RecyClass Advisory Board ✗	RecyClass Advisory Board ✗	RecyClass Advisory Board ✓
Company name exposure ✗	Company name exposure ✗	Company name exposure ✓

\*Further product Certifications can be arranged upon request.



For further information contact: [recyclass@plasticsrecyclers.eu](mailto:recyclass@plasticsrecyclers.eu)

# APPLICATION FORM

## COMPANY DETAILS

Legal name..... Adress.....  
 Acronym..... City.....  
 VAT n°..... Zip code.....  
 Phone..... Country.....  
 General Email.....  
 Website.....  
 Package types.....

## CONTACT PERSON DETAILS

First name..... Last name.....  
 Position..... Telephone.....  
 Email..... Accounting email.....

## SUPPORTING LEVEL

I confirm that our company would like to join the RecyClass Platform. We would like to support as:

☐ BRONZE

☐ GOLD

☐ PLATINUM

☐ I declare that the above mentioned information is correct.

\_\_\_\_\_  
 Date, signature & name of authorized representative

\_\_\_\_\_  
 Company Stamp

Please fill in the form and send it via email to: [recyclclass@plasticsrecyclers.eu](mailto:recyclclass@plasticsrecyclers.eu)



RecyClass<sup>TM</sup>

Boosting  
**Design for Recycling**