

Essential Regulations and Standards Concerning Packaging in European Markets

Julian Carroll
Managing Director



Today's Presentation

- Evolution of Europe's packaging and environment legislation
- Understanding the EU Packaging and Packaging Waste Directive
- Complying with EU Packaging Essential Requirements
- Meeting producer responsibility obligations
- Food contact packaging materials
- Food traceability
- Packaging sizes
- A few words about 'Sustainability and Packaging'

EUROPEN is :

- *The Voice of Industry for Packaging and the Environment*
- The only pan-European cross-sectoral industry and trade body dedicated exclusively to packaging and environment issues

“EUROPEN is a time-tested lobbyist and possibly the world’s foremost industry authority on packaging. The association has been engaged virtually non-stop in public discourse both friendly and combative with regulators and legislators for more than 15 years.”

Crosslands Bulletin on Business, Law and the Environment, September 2007

Our Objective

EUROPEN aims to achieve fully accessible European market for packaging used for and packaged products, whereby best use is made of the role, benefits and functions of packaging in society, such as protection of products and the environment and supplying information to and meeting the needs of consumers and customers.



A few words about EU jargon

- The Commission, The Council, The Parliament
Who is who and who does what?
- The differences of meaning between an EU
 - **Regulation:** of general application and, once approved, directly applicable and binding in all Member States
 - **Directive:** addressed to the governments of the Member States; stipulate the results to be achieved and the deadline, but leave the form and methods to Member States
 - **Decision:** apply specifically to one or more Member States and are directly binding
 - **Communication:** usually set out a Commission action plan and may include concrete proposals for legislation

EU Packaging and Packaging Waste Directive*

A five point summary:

1. Twin objective: environment & trade
2. Systems to collect used packaging
3. Recovery and recycling targets
4. Packaging “Essential Requirements”
5. Free movement of packaged goods guarantee

* *Directive 94/62/EC, amended by Directive 2004/12/EC*

Essential Requirements: underlying principles

- Packaging weight and volume minimum needed for safety and acceptance of product.
- Noxious and other hazardous constituents of packaging to have minimum environmental impact at end of life.
- Packaging to be suitable for at least one method of recovery and suitable for reuse if reuse is claimed.
- Limit of 100 p.p.m. by weight of heavy metals (derogations exist)

CEN Packaging Standards

- Relationship between Essential Requirements and CEN Packaging Standards
- The Essential Requirements tell us what packaging must / must not be but they do not tell us how packaging should be designed and specified to meet this legal obligation
- The CEN Packaging Standards are a tool for industry to ensure legal compliance

CEN Packaging Standards

The 6 CEN Standards cover:

1. Management System to Use of the Standards
“Umbrella” Standard (EN 13427: 2004)
2. Manufacturing & Composition of Packaging
“Prevention Standard” (EN 13428: 2004)
3. Reusable Packaging Standard (EN 13429: 2004)
4. Recycling Standard (EN 13430: 2004)
5. Energy Recovery Standard (EN 13431: 2004)
6. Organic Recovery Standard (EN 13432: 2000)

CEN Packaging Standards

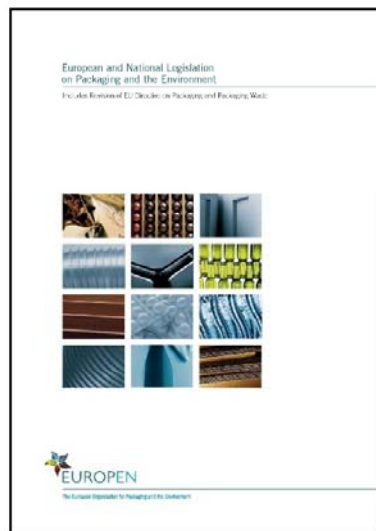
Want More Information?

- Buy the CEN Standards
- Read EUROPEN publications (www.europen.be):
 - Understanding the CEN Standards on Packaging and the Environment – Some Questions and Answers
 - Essential Requirements for Packaging in Europe – A Practical Guide for Industry and Trade

An essential reference for packaging and packaged goods companies

European and National Legislation on Packaging and the Environment

Includes reference to the European Commission Report on the impact of the EU Directive



REVISED EDITION 2007

www.europen.be

Meeting Producer Responsibility Obligations

- 4 questions about producer responsibility:
 - Who is obliged by the EU Directive?
 - What are the obligations?
 - How are the obligations enforced?
 - Who pays what and to whom?

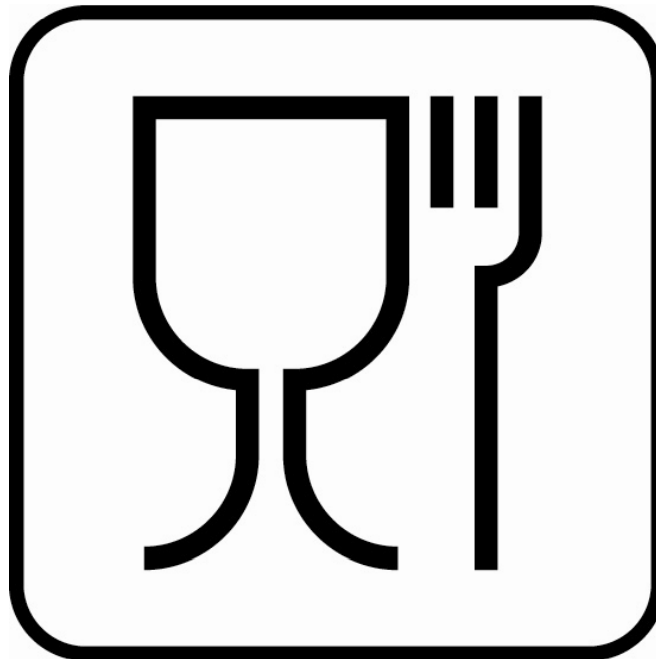
Summary of Producer Responsibility Obligations

- All Member States impose legal obligations on economic operators
 - Most are based on original German ‘Green Dot’ scheme
- Exceptions: Denmark, Netherlands, UK
- Nature and scope of obligations vary between different countries
 - see Annex II of documentation

Food contact materials I

- Framework Regulation (EC) 1935/2004 on materials and articles intended to come into contact with food
- Aim is to prevent transfer of any material component into food in quantity that could endanger human health, change the composition of the food or deteriorate food taste or odour
- Material must be labelled “for food contact” or carry the glass and fork symbol

Food contact symbol



Food contact materials II

- 17 material groups and articles are established in the EU Framework Regulation
- These may be covered by specific legislation and include packaging materials and articles, such as:
 - Plastics—paper and board—glass—metal—cellulose—wood—printing inks, etc.
- Regulation sets out procedure for authorisation of substances to be used in food contact material
- European Food Safety Authority (EFSA)
www.efsa.europa.eu

Food traceability

- Traceability means ability to track any food that will be consumed
- Regulation (EC) No. 178/2002 contains general provisions—special legislation applies to beef, fish, GMOs, etc.
- Requires identification of the origin of food and feed ingredients and food sources
- Applies equally to importers to the EU
- ‘One step back—one step forward’ principle applies

Packaging sizes

- Directive 2007/45/EC has deregulated pack size in Europe for pre-packaged products
- Mandatory nominal quantities are banned from 11 April 2009, *except* for:
 - Milk, butter, dry pasta, coffee until 11 October 2012
 - Wine and spirits are given a range of agreed quantities

SUSTAINABILITY

ENVIRONMENT



ECONOMY



SOCIETY



Sustainable Packaging?

We cannot define it but we can aspire to it!

Packaging is but one component which can contribute to achieving corporate sustainability targets which in turn will help us meet EU sustainability goals

EUROPEN's Vision of Sustainable Packaging

- Made from responsibly resourced materials
- Designed to be effective and safe throughout its life cycle
- Meet market criteria for performance and cost
- Meet consumer choice and expectations
- Be recovered efficiently after use wherever possible

The Big Sustainability Picture

Eco-efficiency will be the overarching criterion

Don't talk of "sustainable" packaging—talk of how your packaging adds value to achieving Corporate Sustainability goals by:

- Being part of an integrated life cycle-based product system
- Saving more resources than used for the packaging
- Meeting consumer expectations for product protection, safety and information
- Saving costs in distribution and merchandising



For further information

www.europen.be

packaging@europen.be

The Voice of Industry for Packaging and the Environment

