

The background image shows a dark, textured surface with various food items and a clear plastic tray. The tray is filled with red, cubed meat. To the left of the tray is a small black bowl containing a white sauce topped with red powder. Above the tray is a sprig of green leaves with small white flowers. To the right of the tray are several pieces of yellow, ribbon-like pasta. In the bottom left corner, there are red chili peppers, one whole and one sliced. A diagonal blue and purple gradient bar covers the bottom right portion of the image, containing the text.

Boosting recycling: value chain challenges and the way forward from convertor point of view

PETCORE Thermoforming WG

Granada 25th June 2024

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Photo de [Nareeta Martin](#) sur [Unsplash](#)



The way forward



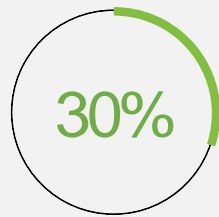
Recycled content

- 30% for PET packaging in 2030 and 50% in 2040
- 10% for other plastics in 2030 and 25% in 2040
- Validity of post-consumer sources to be defined (non-EU)

Recyclable

- 100% Design for recyclability in 2030
- Recyclable at scale in 2035
- Implementing Act to define standardized methodology by 2027 which will drive the market towards more recyclable options
- Eco-modulation:
EPR fees to be based on the recyclability performance grades

Recycled content



Share of post-consumer recycled material in kp's packaging by 2025

- Maximizing recycled content while **reducing the use of virgin materials**
- Setting up **initiatives to increase the supply of PCR** material
- **Establishing recycled PET** usage at scale, and explore other recycled polymers

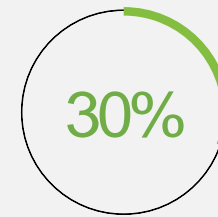
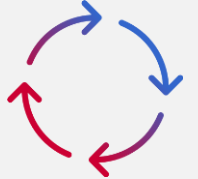
Recyclability¹



Of kp's packaging will have a recyclable alternative in our portfolio by 2025

- Ramping up kp's **recyclable portfolio** of products that comply with Design for Recyclability standards
- Increasing number of products that are from only **one type of plastic**
- Collaborating externally to **improve collection, sorting and recycling** infrastructure

Close the packaging loop



Of recycled material in kp's packaging will include kp Tray2Tray[®] material by 2025

- **Establishing dedicated program** to 'close the loop' for trays and rigid films
- **Increasing the use of tray flake** as kp's main goal through partnerships with local recyclers
- **Working with customers and suppliers** to 'push' and pull demand for PET trays

Today! – Challenges on recycled content

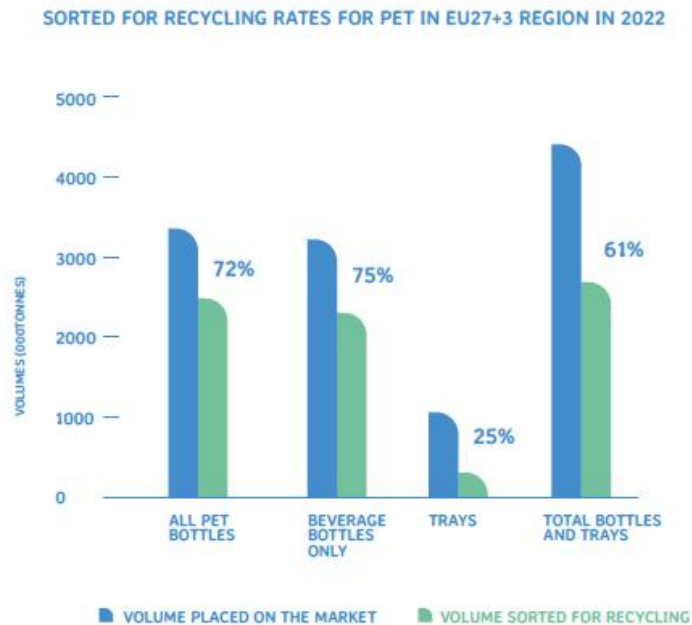


Figure 14: Sorted for recycling rates for PET bottles and trays in the EU27+3 region in 2022.
Source: ICIS research and analysis

Country	2022	2025
Belgium		10,500
France	10,000	21,900
Italy		31,100
The Netherlands	25,000	65,000
Romania		10,000
Spain	22,000	167,000
Total	57,000	305,500

Table 1: Installed recycling (input) capacity for tray recycling (in tonnes per year) operating in 2022 and expected operating in 2025, in the EU27+3 region.
Source: ICIS analysis

Collection

Sorting

Quality

Demand

Investment

Challenge on recyclability – we lack uniformity



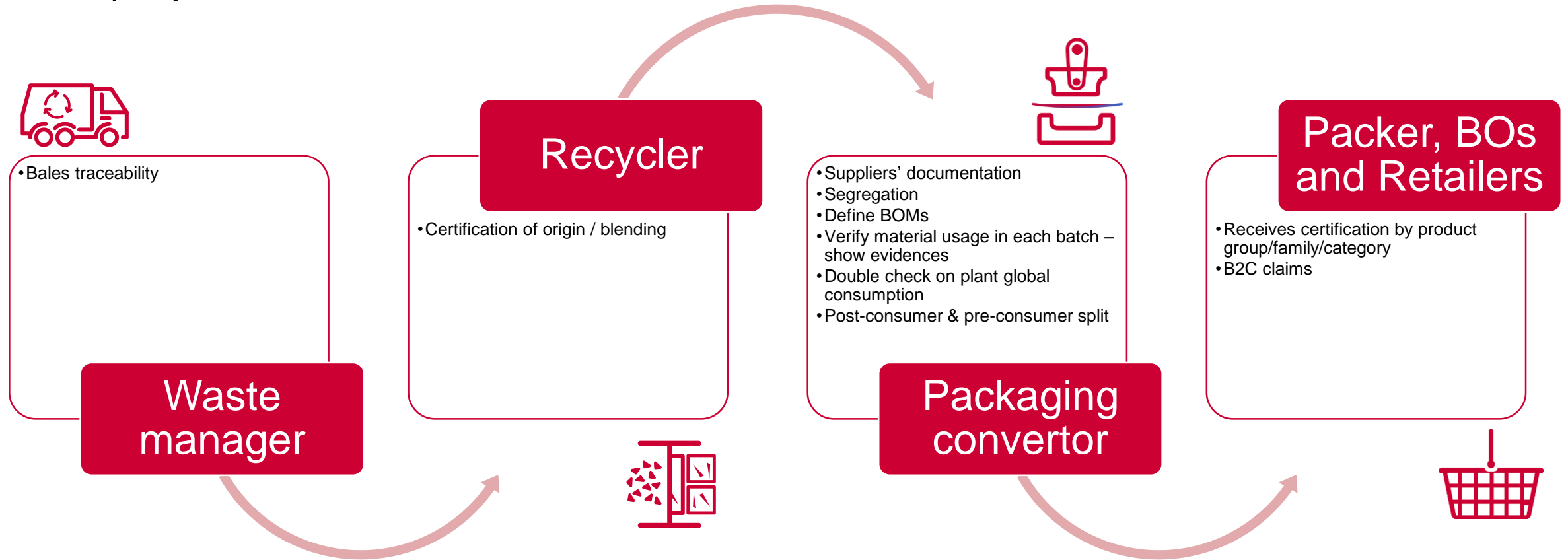
CYCLOS-HTP



Note: 1) Following the “Designed for Recyclability” approach

Solution: Value chain commitment

Third party schemes



Note: 1) Following the "Designed for Recyclability" approach

kp Elite®

Certified recyclable



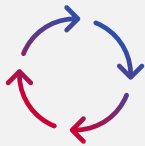
100% Recycled content

Available in up to 100% PCR content, also available with kp Tray2Tray®



Fast sealing

Seals through contamination at reduced temperatures and low dwell time; ideal for light weighting



Fully Recyclable

Certified as Class A recyclable by third party (RecyClass)



Operational excellence

Brings productivity benefits and cost savings compared to rPET/PE and rPET mono alternatives



Any changes in design, print, used materials, and the effect of product content or residue, might change the outcome of the recyclability of a final packaging.



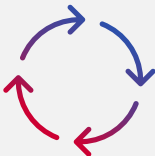
Available across our PET tray portfolio

kp Tray2Tray® flake can be incorporated into our products for mono, multilayer or coloured trays and rigid films



Third party certification

Certification and traceability ensured by external auditing of our supply chains and manufacturing sites (e.g. RECYCLASS, RETRAY)



Fully circular

PET is an easily recyclable material which is strong, clear and durable and can be used time and again for new products. Our mission is to improve recycling of food packaging to increase availability of this valuable raw material, closing the loop.



Maximum food protection

Trays and rigid films for form, fill and seal applications can be sorted and recycled back into more food grade packaging with no compromise on functionality or safety.



Thank you



2nd consecutive year

**2nd out of 105 companies in
sector as of Feb '24**



3rd consecutive year

Overall score of 72/100



CDP Climate Disclosure

**1st submission in 2023
granted a B score**