



## SUPPORTING A CIRCULAR ECONOMY FOR THE EUROPEAN PET VALUE CHAIN

**EPBP VISION:** Everything that is launched in the market must promote circularity while securing consumer safety

### Our deliverables

- ✓ Provide PET bottle design guidelines for recycling
- ✓ Evaluate PET bottle packaging solutions and technologies
- ✓ Facilitate understanding of the impact of new PET bottle innovation on recycling processes

The guidelines aim to strike a balance between resource efficiency, the need for innovation and shelf differentiation, and recycling practices in Europe.

EPBP has developed full-scale testing protocols. In parallel EPBP has developed a series of quick and low-cost assessment techniques to provide producers with a rapid evaluation of the recyclability of their packaging solutions. These quick tests help industry during the R&D phase where adjustments can still be made to mitigate recycling challenges.

The EPBP Design Guidelines and test protocols are a point of reference for the CEN (European Committee for Standardization) Standardization project.

The recent breaking news is that EPBP has been accepted as a Liaison Organization by CEN

As Liaison Organization EPBP will contribute to the work identified by CEN Technical Committee(s)/Body(ies) by providing added-value expertise and high-quality contributions through direct and active participation of its representatives in CEN meetings.



This assignment is a recognition of EPBP expertise in the PET Value Chain and our, more than 17years contribution to Industry towards recyclability and circularity.

