



About EPBP

The European PET Bottle Platform (EPBP) is a voluntary initiative supported by the European Federation of Bottled Waters (EFBW), the European Association of Plastic Recycling and Recovery Organizations (EPRO), Petcore Europe, Plastics Recyclers Europe (PRE) and the European non-alcoholic beverages association (UNESDA).

The Platform consists of technical experts in the field of PET production, design and recycling, whose only objective is the evaluation of new technologies and providing an independent and confidential assessment of their impact on the PET recycling processes across Europe.

For further information: www.epbp.org.

We call upon all companies to bring their new PET bottle solutions to EPBP at their earliest opportunity in order to get an objective third party assessment of their recyclability.



How to keep a sustainable PET recycling industry in Europe

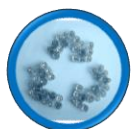
The European PET Bottle Platform is a voluntary industry initiative that provides PET bottle design guidelines for recycling, evaluates PET bottle packaging solutions and technologies and facilitates understanding of the effects of new PET bottle innovations on recycling processes.

This initiative fully supports a circular economy for the European PET value chain. EPBP assessments are performed ensuring strict business confidential information protection and the opinions are fully recognized by decision makers that source PET bottle packaging solutions.



Challenge for the PET recycling industry




The challenge for the PET value chain is to support the achievement of present and future plastic packaging recycling targets in the EU Member States whilst taking into account the shift in rPET demand from textile to bottle-to-bottle and other packaging applications. This implies maintaining the availability of high quality rPET material that will, in turn, enable the industry to use recycled content in bottles without processing issues, discoloration and other visual defects. Innovation in PET bottle design and performance is essential, nevertheless it is also crucial that the quality of recycled material over time is not allowed to deteriorate through the indiscriminate use of additives, barrier materials, glues, sleeves and other components or materials. The EPBP initiative was created to support companies with their bottle design and innovation developments without disrupting the existing PET recycling industry.



Recommendations for the PET users

In order to support this initiative, it is essential that packaging designers follow the EPBP guidelines for recycling which are available on the web site of European PET Bottle Platform. The design guidelines have been developed over many years and cover specifications and recommended design options for the body, label and cap of the bottle. All materials used must meet the legal requirements for materials and articles intended to come into contact with food.

The EPBP design guidelines are freely available to individuals, designers and manufacturing companies. They are a reflection of the average recycler capability and try to strike a balance between resource efficiency, the need for innovation and shelf differentiation and recycling practices in Europe. The purpose of the guidelines is to encourage companies that design and market materials and components, intended to be used in PET bottles, to apply the principle of due diligence.

	YES Full compatibility – materials that passed the testing protocols with no negative impact	CONDITIONAL Limited compatibility – materials that passed the testing protocols if certain conditions are met	NO Low compatibility – materials that failed the testing protocols OR
Container			
Size			
Colours			
Barrier			
Additives			

Companies are encouraged to bring their bottle packaging solutions to the European PET Bottle Platform to obtain an objective third-party assessment of the impact on recyclability and hence sustainability of their products. Packaging solutions are assessed by the EPBP technical expert panel whilst protecting applicant's confidential information, thus allowing the evaluation of novel packaging solutions when they are still in the R&D phase and changes are possible to avoid negative recycling issues.

EPBP has developed a series of rapid and low-cost techniques for the quick assessment of PET bottles. The quick tests can be easily executed at in-house laboratory facilities. The results of the quick tests are not meant to replace assessments, but allow companies to get indications about the impact of their packaging solutions in PET bottle recycling.