



## Smart Packaging = Sustainable Packaging

7 tips from KIDV

1

Prioritize the functionality of the packaging

The product almost always has a greater environmental impact than the packaging. Good packaging protects the product from damage and spoilage, and helps consumers use the right amount, so they get the most out of the product.

**Intended effect:** the valuable product is not wasted.

2

Avoid using harmful substances in packaging

For example, avoid inks with mineral oils and other hazardous materials.

**Intended effect:** prevent dangerous substances from entering the environment and (recycled) materials.

3

Use materials sparingly

Use as little material as possible or make sure the packaging can be reused. Also ensure minimal material loss during production.

**Intended effect:** more efficient use of raw materials to reduce waste.

4

Ensure a clean material stream that is easy to recycle

Where possible, use only one type of material per packaging component and make sure consumers can easily separate the parts. Also, ensure the packaging can be emptied completely, so no product residues remain.

**Intended effect:** effective separation and recycling of packaging waste, providing raw materials for new packaging and products.

5

Use recycled or renewable raw materials whenever possible

This helps extend the life cycle of materials and reduces the need for virgin materials.

**Intended effect:** moving closer to a closed-loop materials chain.

6

Design packaging with efficient logistics in mind

Minimize empty space in transport units so each product uses less transport energy. Design packaging that minimizes the risk of product damage.

**Intended effect:** lower energy consumption, less pollution, and reduced product loss during transport.

7

Clearly communicate how consumers should dispose of the packaging

Make sure consumers know how to correctly discard their packaging waste. You can use tools like the "Weggooiwijzer" (Disposal Guide).

**Intended effect:** good waste separation by consumers makes it easier to reuse and/or recycle packaging waste.

