

EuPC Focus

EUROPEAN PLASTICS CONVERTERS NEWSLETTER
PROVIDING EuPC MEMBERS WITH A BRIEF OVERVIEW
OF EuPC ACTIVITIES AND ISSUES

PACKAGING

May 2010



EuPC Packaging Forum, 2010 – Eighth Edition

Zurich, Switzerland, has been the host to the 8th edition of the **EuPC Plastic Packaging Forum**, on 27 May 2010.



Important speakers, coming from *BASF*, *Lyondell Basell*, *The Swiss Plastic Association*, *Danone* and *Poly Recycling ITW*, have accepted to present at this key forum, their company view on plastic packaging and its future developments.

BASF highlighted 6 “shocks” that are and will affect industry in the coming years: Ecology, Demography, East/Asia, Energy, Finance and ICT.

For *Lyondell Basell*, packaging is a core segment served in Europe; LB is a major supplier of PP used in flexible and rigid packaging and they are committed to continuous upgrading of product portfolio to address market needs/trends; without forgetting significant focus on development of innovative resins.

According to the *Swiss Plastic Association*, the total number of packaging companies operating in Switzerland is 79 with over 9000 employees; this number includes:

- Manufacturers of primary packaging (film, cups, closures, bottles, etc.)
- Manufacturers of final packaging (bags, etc.)
- Some international companies (Tetra Pac, Amcor, Alcan, Klöckner-Pentaplast, Utz, Schöller Arca)
- Largely small and medium sized enterprises.

The main issues in which the Swiss plastic packaging industry is dealing with are:

- Bioplastics;
- Printing inks;
- Recycling: there is no separate collection of domestic plastic waste; waste goes to incinerators (thermal recovery), no landfill;
 1. The percentage of mechanical recycling is in average with EU standards, about 22 %.
 2. PET recycling is a huge success story (78 % recovery!).
- BPA (the authorities follow FDA and EFSA recommendations, but there is considerable public debate, and retailers promote alternative products).



Danone has committed itself to lower down their consumption in terms of energy, water and packaging. Their commitment is to reduce CO₂ footprint by 30% in the period 2008 – 2011; and 5 brands CO₂ neutral in 2011. *Danone* has developed 4 pillars through which reach the objectives set out, namely: Measure, Reduce & innovate, Offset and Communicate.



Poly Recycling ITW, a EuPR member, affirmed that PET bottles recycling represent a successful example of plastic recycling; the future development of the recycling industry dislinked on the optimisation of the collection part of the chain. EuPR and WG PET in specific will remain active in challenging industry platforms to go this direction. The challenge of the plastic industry will be to allocate, develop and manage other examples/products for closing the loop in reducing the difference between reuse and recycling.



IN BRIEF ...

New EuPC Packaging Excom – 2010-2012



On occasion of **EuPC** General Assembly, the newly elected Packaging Excom, Packaging Division chairman and vice-chairmen came into force. Mr David Williams has been re-elected for two more years as packaging Division Chairman.

EU REGULATORY AFFAIRS

Derogation on Plastic Crates & Pallets (Commission Decision 2009/292/EC).

Following the adoption of the Commission Decision on recycled plastic crates and pallets, the European Commission called upon the industry to establish a monitoring system, examining the diminishing levels of heavy metals through dilution.

The European Commission, following a request from EuPC, have legally highlighted that:

- The definition of manufacture does not encompass the whole supply chain ex the person that places the products on the market.
- According to the Packaging Directive, the *'economic operators' in relation to packaging shall mean suppliers of packaging materials, packaging producers and converters, fillers and users, importers, traders and distributors, authorities and statutory organizations;*
- *In conclusion, in the context of art. 5(2) of Decision 2009/292/EC the 'manufacturer' is to be understood as the person who produces or repairs the plastic crates.*

Based on the above, EuPC is organizing for 11th June 2010 a workshop with the major converters and recyclers to establish a common platform to reach the goals set up in the Commission Decision.

A Survey on compliance with the Essential Requirements in the Member States - by DG Environment

DG Environment commissioned in 2009 a study on the compliance with the Essential Requirements (established by the Packaging Directive) in the Member States.

The study, which was published in 2010, establishes certain common facts throughout Europe:

- While the industry is very much in favor of the Essential Requirements, the Member States, on the other hand, show little interest in enforcing them. Only four Member States have fully implemented them, namely the UK, France, the Czech Republic and Bulgaria. The enforcement measures are mainly focused on the heavy metals content of packaging.
- Enforcement is difficult because of the vague requirements set up by the essential requirements.
- On the other hand, the CEN standards represent the only instrument that is used by industry to prove compliance with the Essential Requirements.

Next EU Presidencies:

Belgium	July-December 2010
Hungary	January-June 2011
Poland	July-December 2011
Denmark	January-June 2012

EP ENVI Committee vote on the recast of the RoHS Directive

The European Parliament's environment committee met in Brussels on 2 June 2010 to agree on the amendments to the RoHS Directive to be presented in the Plenary session of July or at the latest in September.

PVC and certain flame retardants were, according to the rapporteur Mrs MEP Evans, to be banned. Instead after a long debate within the political groups of the European Parliament, it was decided to insert PVC and certain flame retardants under Annex III of the directive, which is entitled "priority review". This means that PVC and certain flame retardants should be examined again later with a view to possibly banning them.

The European Environment Ministers will also adopt a position on the revision of the RoHS on 11 June. This decision could be a precedent in our industry and may have a very negative impact on the image of PVC in general (including packaging). Industry will have to come with strong arguments to counter this decision in EP and Council.

For more information please contact Paolo.Bochicchio@eupc.org.

EuPC Upcoming events

11	June 2010	Workshop on Recycled Plastic Crates and Pallets	Brussels, EuPC Offices
14	September 2010	Packaging Excom	Dublin, Ireland
15	September 2010	Steering Committee	Dublin, Ireland
21-22	September 2010	NPA Platform Meeting	Madrid, Spain
15	October 2010	Raw Materials Committee	Brussels, EuPC Offices
01	December 2010	Packaging Excom / B&C Excom	Brussels, EuPC Offices
02	December 2010	Steering Committee	Brussels, EuPC Offices