

Avery Dennison ADvantage: Complete Compliance

Avery Dennison ADvantage: Complete Compliance is a global service initiative that helps customers navigate the complexities of regulatory, trade and customer compliance issues. Complete Compliance delivers training, tools and

advice that guides customers through regulatory data and certifications to ensure products meet the compliance demands of specific applications.

EU Packaging Directive EU Packaging and Packaging Waste Directive



EU Directive 94/62/EC covers all packaging placed on the European market and all packaging waste. The Directive aims to limit packaging waste and to promoting recycling, re-use, and other forms of waste recovery. It requires Member States to introduce systems for the return and/or collection of used packaging to attain specified targets for energy recovery and recycling. The Directive also imposes limits on heavy metals content in packaging.

Each EU Member State determines how to collect waste packaging and finance recycling and/or recovery. Usually there are collectives, in which producers of packaging and packaged products finance organizations that assume take-back and recovery obligations. For instance, producers may pay fees that

cover the eventual collection, sorting, recovery, or recycling of the packaging placed on the market. Fees vary according to the material used.

Under EU requirements, companies must indicate the nature of the materials used for the packaging in order to facilitate identification and classification. There are also “essential requirements” to limit the weight and volume of packaging to a minimum, reduce the content of hazardous substances in packaging and components, and design reusable or recoverable packaging.

Avery Dennison ensures that our products intended as packaging components or materials comply with the restrictions of the EU packaging directive, as applicable where they are marketed. Our compliance team can provide the necessary information and certification regarding substance content of our products, and is available to assist customers in their activities to meet the requirements of the Directive, minimize hazardous substances in packaging and components, and design reusable or recoverable packaging.

Information on the EU Packaging Directive is available at:

http://ec.europa.eu/environment/waste/packaging/index_en.htm

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