

The Packaging of the Future – innovative, sustainable & smart!

Erich Schlenz

Circular Packaging Day, April 11th, 2019



Who we are

Global leading positions in consumer and industrial businesses

Adhesive Technologies



LOCTITE
TECHNOMELT[®]
TEROSON

Beauty Care




Schwarzkopf
syoss


Laundry & Home Care



Persil
Purex


| Henkel in Austria

Location Vienna-Erdberg



Administration | Regional Steering | Production

| Challenges for Henkel's new packaging strategy

Public and Environment



Gonvernmental and Political Environment



EU DIRECTIVE (EU) 2018/852 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 30 May 2018 amending Directive 94/62/EC on packaging and packaging waste

Quotation for the recycling rate of packaging material in 2025

Gonvernmental and Political Environment



2018 „UK Plastic Pact“ with ambitious targets



2019 France and the Netherlands followed the UK example and initiated similar **Plastic Pacts** to reach the EU quota and improve the circular economy initiative.



2019 Mandatory waste management registration for packaging declaration by all companies, manufacturers and importers – **Central Government office**



2019 Czech republic **Law directive** to conduct recycling for covered and sleeve bottles



Estimate 2020 Austria **prohibition of plastic bag** and restrictive measures for single used plastic “Mehrweg ist das Schlüsselwort”

Mergers & Acquisitions

Schwarz Gruppe (LIDL) established a dual system under the name „PreZero Dual GmbH“ (industrial & commercial waste)

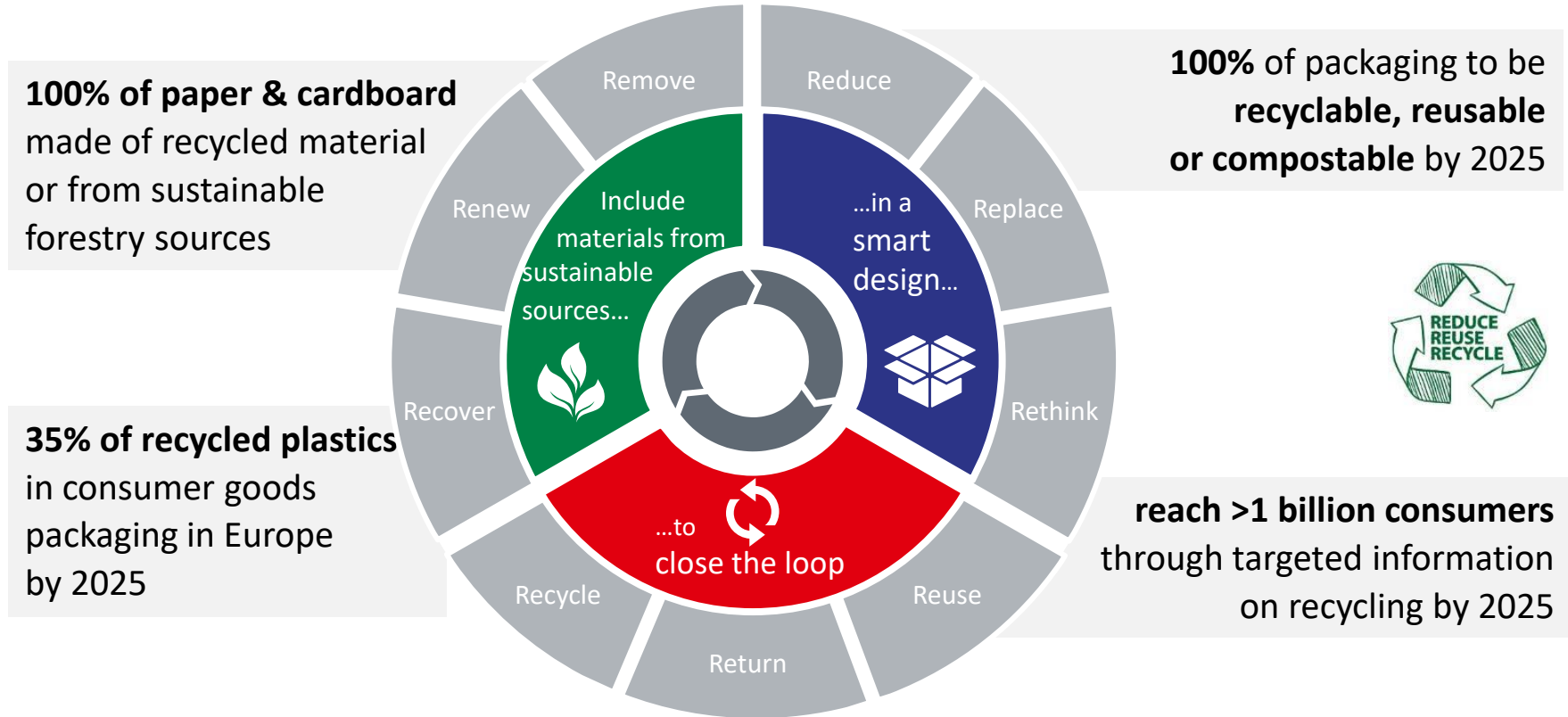


Austrian recycler Kruschitz taken over by Steinbeis Holding

Tesco collaborates with Papier Mettler and Ecokey: Post-consumer plastic waste and ‘back of store’ plastic material collected and used to create new carrier bags. (Oct 2018)

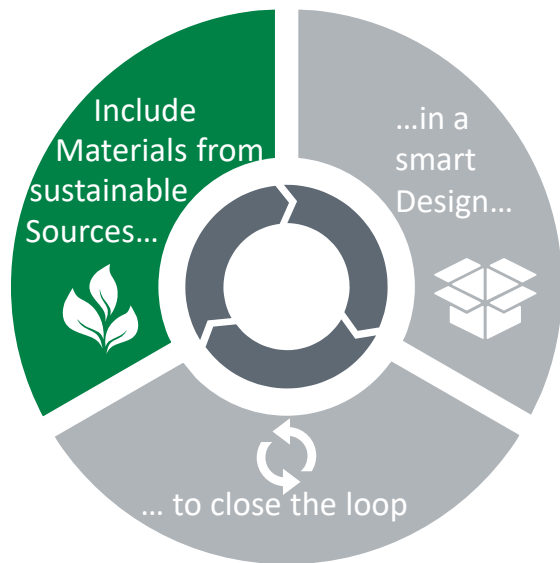
Press release **Konsument „Nachhaltiger Konsum“** liegt im Trend + 5,7% im Vergleich zum Vorjahr mit steigender Tendenz nach Statistik-Austria besonders „**sharing economy**“ feiert einen starken Impuls

| ...and ambitious targets focus our concerted efforts



| Materials from sustainable sources

Recover, Renew & Remove

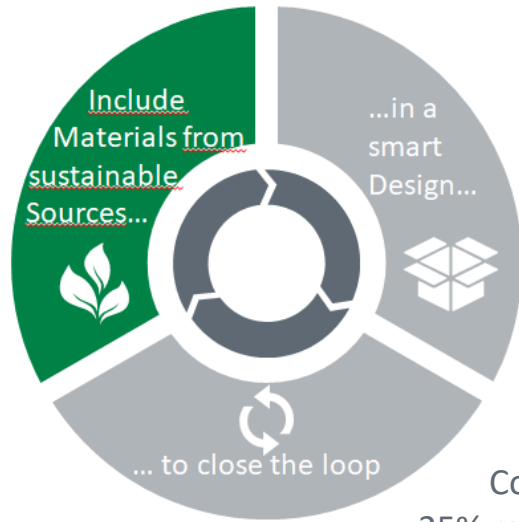


In 2018, Henkel used plastic recycling in 1.2 billion products



| Materials from sustainable sources

Recover, Renew & Remove



Container from
25% recycled Aluminium

ALPLA

**



25-50% recycled plastic
** 15% recycled PE

AMPACET
BOREALIS

*



100%
recycled
plastic



100% sustainable
Paper
(>80% Recycled Paper)
+
Paper from sustainable
forest environment)

- * Eliminate carbon pigment in black bottles to be sortable for recycling
- ** lighthouse project to build a HDPE regranulate stream
- 2020 estimate launch of 100% rPET for the entire PET portfolio in LHC business.

| Sustainable Sources

100% Recyclate Plastic



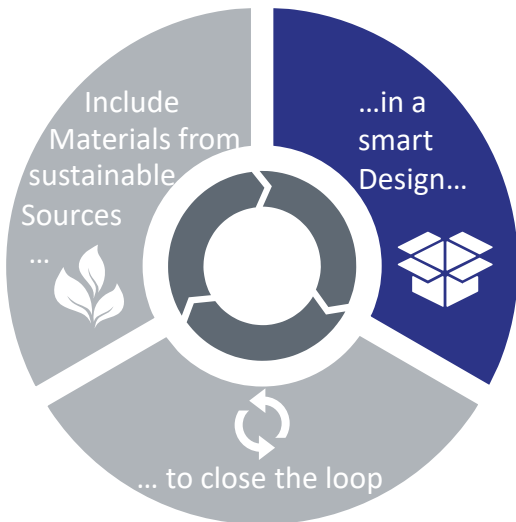
plastic bottle
100% recyclate Plastic
100% sortable black bottle
on organic based pigment

| Smart Design packaging

Reduce, Replace & Rethink

greiner
packaging

cardbox
packaging

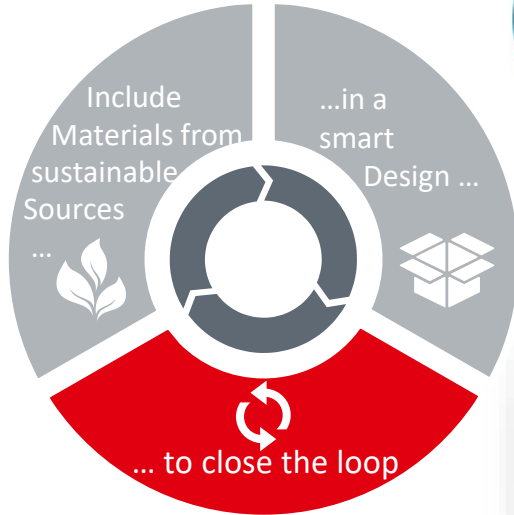
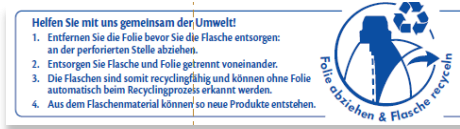


- - 40% Plastic
- Mono-Materials
- Simple to separate
- Technology transfer from cups of milk industry



Close the loop of the circular economy

Reuse, Recycle & Return



- + Increased content of recycled
- + Colorless bottle/container
- + No adhesive on decoration
- Identification at recycling process

Cooperation with an external Institute **cyclos-HTP** to approve the packaging for sortability and recyclability.

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| How do we close the loop?

Circular Value Chain of a PET Bottle (Vienna plant)



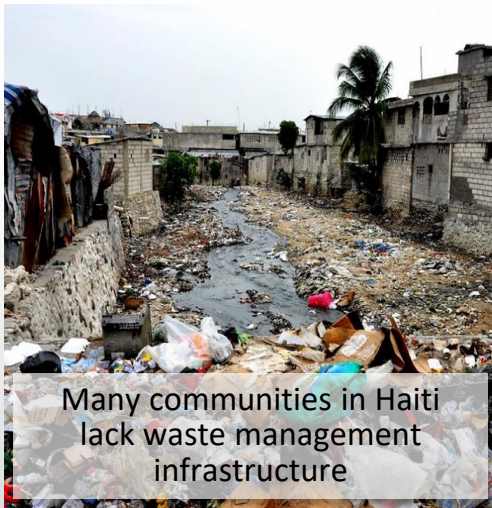
> Circular Economy demands partnership

| Plastic Bank – Concept

Transforming plastic waste into opportunity



Massive littering



Many communities in Haiti lack waste management infrastructure

Collection bonus



People in poverty can hand in collected plastic waste at collection centers

Reimbursement




Collectors receive money, goods or services in exchange for the plastic

Usage of „Social Plastic“

‘WE PROVIDE A MEANS FOR ORGANIZATIONS TO MAKE A GENUINE IMPACT THROUGH SOCIAL PLASTIC®’

DAVID KATZ, PLASTIC BANK FOUNDER

| Current Challenges of the Packaging Industry

PP	
PE	
PET	
Multi-layer film	

- **Secured material flow** for the plastics industry to close the cycle
- **Availability of re-granulates** in sufficient quantity and quality for all technologies
- Increased development work in the **collection and sorting process**
- In particular, development of **recycled material**
 - For **flexible packaging**
 - For **transparent PP bottles**
- **Design for recycling** in all projects and technologies

Thank you!

