



Good packaging is sustainable packaging

7 tips from KIDV

1

Always put the
functionality of the
packaging first.

In most cases, the product has a more significant environmental impact than its packaging. A good packaging protects the product against damage and spoilage and helps consumers dose the product carefully, so they can get the most out of the product.

Intended effect: the valuable product is not lost.

2

Avoid the use of
harmful substances in
packaging materials.

For example, avoid using inks that contain mineral oils and other harmful substances.

Intended effect: preventing harmful substances from ending up in the environment and in (recycled) materials.

3

Use materials sparingly.

Use as little material as possible or ensure that the packaging can be reused. During production, keep material losses to a minimum.

Intended effect: more efficient use of raw materials and to reduce the amount of waste.

4

Create a clean material
stream that can be
recycled easily.

Whenever possible, use a single type of material per packaging component and ensure that consumers can easily separate the different components. Also make sure that consumers can empty the packaging completely, so no product residue is left in the packaging.

Intended effect: proper separation and recycling of packaging waste, so it can be used to produce raw materials for new packaging materials and products.

5

If possible,
use recycled
or renewable
raw materials.

This ensures that materials can be used for as long as possible and it reduces the need for virgin materials.

Intended effect: further closing the material chain.

6

Keep logistical efficiency
in mind when
developing packaging.

Keep the empty space in transport units to a minimum, so the energy requirements per transported product are as low as possible. Design packaging materials that limit the risk of product damage to a minimum.

Intended effect: reduced energy usage, pollution and product loss during transport.

7

Include information on
the packaging concerning
the proper disposal
behaviour for consumers.

Make sure that consumers know how to properly dispose their packaging waste. You can use the [Disposal Guide](#) for this.

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

