

Technical Notice

Evian "Funny Bottle" for water with label and sticker



APPLICATION DESCRIPTION	GENERAL INFORMATION	
	Applicant	Danone Eaux France
	Application date	July 2014
	Brand name	Evian
	Market	Water
	DESCRIPTION OF PACKAGING	
	Shape	Bottle
	Colour(s)	Transparent light blue
	Dimensions (cm)	-
	Capacity, volume	33 cl
	MATERIALS	
	Body	PET
	Closure system	Single-element HDPE sport top
	Label / Ink / Glue	OPP label
	Other	Semi-gloss and removable sticker affixed to the paper label on one side (acrylic-base adhesive)
RECYCLING STREAM		
Clear PET		
PURPOSE OF THE APPLICATION		
Assessment of the impact on the clear PET recycling stream of a removable paper sticker affixed to an OPP label		

STUDY RESULTS

The impact of the paper sticker was assessed for the recycling of **clear PET bottles**.

The presence of the sticker did not affect the recycling potential of the bottle in the clear PET stream; however it would have an impact on the recyclability of the packaging system as a whole. Thus:

- if **the sticker is removed by the consumer, then only the OPP label is left on the packaging**. When incorporated into the recycling stream, the label will be separated from the body of the bottle during the flotation stage;
- if **the sticker is not removed**, the tests conducted under existing conditions for recycling clear PET show that **the sticker will remain stuck to the label**. Once separated from the rest of the bottle, the label will be re-directed to the **PE/PP stream, where it will have an impact due to the presence of the paper sticker**.

CONCLUSIONS

The overall structure of the bottle is compatible with the main recycling streams for PET packaging currently available in Europe:

- the transparent, light blue packaging is easily identifiable and will continue to be directed into the clear PET recycling stream;
- the single-element HDPE sport top can be easily eliminated from the clear PET stream during densimetric separation and redirected to the PE/PP stream;
- for the same reasons, the OPP label can be easily separated from the PET and recycled in the PP stream;
- however, if the sticker is not removed, it will remain stuck to the label, and therefore will be redirected with the label into the PE/PP recycling stream mixed with the caps. It will be eliminated from this stream which will cause an increase in losses.

As a result, considering that some stickers will not be removed from the label, COTREP advises against adding paper stickers using this glue and recommends either using another material that is compatible with the PP recycling stream, or using a water-soluble glue.

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COTREP:

ELIPSO
Emmanuel Guichard



CITEO
Vincent Colard



VALORPLAST
Benoît Le Dreff

