



Packaging design for recycling

Is your packaging optimised for recycling?

The context

The environmental impact of packaging has become a hot topic. As consumers try to shop in a way that minimises harm to the environment, they want product packaging that supports their efforts.

Alongside this, a growing number of companies – including some of the world’s largest brands - are working towards sustainability targets set out by initiatives such as PIRAP, the New Plastics Economy, and the Courtauld Commitment.

Potential producer responsibility obligations are providing a further catalyst for change.

The challenge

Recycling targets for packaging present a significant challenge for industry. Currently, a large proportion of packaging products contain a combination of materials that makes recycling both difficult and economically unviable.

This is because until recently, the brief for packaging designers has

been purely to produce cost-effective packaging that looks good and meets technical specifications. ‘Recyclability’ has not always been a consideration, and obtaining the correct guidance has been difficult.

How we can help

Axion can work with you to optimise your product packaging for today’s recycling infrastructure, without compromising technical performance.

By providing expert advice on materials and decoration, we can help you design packaging for both maximum end-of-life value and business effectiveness.

You can ask us to evaluate existing packaging, or for input on new designs. The earlier you bring us in, the more value we can add.

We support clients at every stage in the packaging product life cycle, including designers, printers and converters, brands, retailers, waste collectors and recyclers.

Our 3-step optimisation process

1. Define

Define current components and key characteristics.

2. Analyse

Understand what happens to the packaging at the end of life. How does the pack design affect how people treat it?

3. Implement

Identify the characteristics of the pack design that reduce the value at end of life, and suggest alternatives.



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Experience

Axion is an engineering-led company operating in the resource recovery sector. We're committed to putting science to work to find new ways to minimise waste and recover value from materials at end of first life.



Our team of engineers understand the processes involved in producing quality recycle for the UK plastics industry.

We combine an understanding of materials science with an awareness of packaging requirements and commercial drivers.

As recognised industry experts, we are represented on the board of the **British Plastics Federation Recycling Group** and **OPRL**.

We led the **REFLEX Project**, which identified ways to improve the recyclability of flexible packaging, and have project-managed and delivered initiatives for numerous organisations including **WRAP**, **DEFRA**, and **Innovate UK**.

Our straightforward service can help you create smarter packaging designs that add value to the circular economy, and keep waste from landfill.

Contact us to find out more.



Design for Recycling



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