



SUPPORTING A CIRCULAR ECONOMY FOR THE EUROPEAN PET VALUE CHAIN



The European PET Bottle Platform (EPBP) is an industry initiative that aims to:



Provide PET
bottle design
guidelines for
recycling



Evaluate PET
bottle packaging
solutions and
technologies



Facilitate understanding of
the impact of new PET
bottle innovation on
recycling processes

Supporting PET bottle users in driving circularity

The EPBP has been providing companies with an independent and confidential assessment on the recyclability of their bottle packaging solutions for more than 15 years. It has been instrumental in driving PET bottle circularity and evaluating innovative packaging solutions during their R&D phase where adjustments can still be made to mitigate recycling challenges.

The guidelines aim to strike a balance between resource efficiency, the need for innovation and shelf differentiation, and recycling practices in Europe.

In addition to the full-scale testing protocol, EPBP has also developed a series of quick and low-cost assessment techniques to provide producers with a rapid evaluation of the recyclability of their packaging solutions.

Essential Design-for-Recycling Guidelines for PET bottles

The EPBP initiative was created to support companies to innovate and develop their bottle design without disrupting the existing PET recycling industry.

The EPBP Design Guidelines cover specifications and recommended design options for the body, label and cap of the PET bottle to facilitate its recycling. These guidelines are also a point of reference for the CEN Standardization initiative.



EPBP is supported by:



For more information

<https://www.epbp.org/>