

## PRACTICAL INFORMATION



# Packaging for the benefit of society

The French Packaging Council explains why packaging is what it is and emphasises its various functions, as well as its key role in the economic and social development of our society.

The average size of households has decreased by<sup>(1)</sup>

**-22% in 36 years<sup>(2)</sup>**

**66% of the world's  
population**

**will live** in urban areas in 2050, **vs 50% en 2015<sup>(3)</sup>**

**85%**

of domestic packaging tonnage **is used for food products<sup>(4)</sup>**

(1) INSEE / (2) 2.88 to 2.26 people per household

(3) UN / (4) Éco-Emballages

%

FIGURES

- ▶ **Ensure** that stakeholders have access to **factual and verified information**;
- ▶ **Emphasise** the functions of packaging and its **proven benefits**;
- ▶ **Include** the packaging value chain in the **broader evolution** of our consumption patterns;
- ▶ **Take into account socio-demographic** changes in society;
- ▶ **Adapt to** the needs of consumers/users at their different **times of consumption**.



RECOMMENDATIONS

Consumers do not buy empty packaging, but **packaged products**. The product/packaging pairing is only dissociated when the packaged product is used or after it is consumed.

The **functions** of the product/packaging pairing (product and consumer protection, hygiene, logistics and transport from the production site to the distribution and consumption areas, visibility, storage, use, etc.) imply technical and economic design choices that must **meet consumer/user requirements**.



STAKES

### Regulations:

- ▶ Directive 94/62/EC;
- ▶ Regulation (EU) n°1169/2011, known as INCO;
- ▶ Regulation (EC) n°1935/2004 on materials and articles intended to come into contact with food;
- ▶ French Consumer Code, Section 18: materials and articles intended to come into contact with food.

### Reference documents and guides to best practices:

- ▶ CNE eco-design methodology guide;
- ▶ Packaging and the Circular Economy;
- ▶ Environmental claims on product packaging.



REFERENCES

# The best of packaging in the face of 4 challenges:



#### Transports the product:

- ▶ From the production site to the consumption areas.

#### Optimises the product logistics chain safely:

- ▶ Transport, storage, sale, etc.

#### Integrates new distribution methods:

- ▶ E-commerce, drive-in, etc.

#### Takes an active part in the process of various products:

- ▶ Champagne, beer, yoghurt, etc.

#### Is a key player in the optimisation of production and product packaging costs.



#### Guarantees product integrity and protection:

- ▶ Protects from external stresses: impacts, light, micro-organisms, etc.;
- ▶ Is part of the foodstuff preservation process: sterilisation, pasteurisation, etc.

#### Protects consumers:

- ▶ Reinforces product hygiene and consumer/user safety;
- ▶ Complies with regulations in terms of consumer/user neutrality towards the packaged product.

#### Contributes to the fight against waste:

- ▶ Increases product lifespan;
- ▶ Helps reduce product loss.



#### Facilitates product use (ergo-design):

- ▶ When opening, measuring, pouring, warming up, etc.

#### Adapts to the different times and evolutions of consumption/ use:

- ▶ Nomadism, AFH (away from home), etc.

#### Takes an active part in product use:

- ▶ Aerosol paint cans, hair spray, lipstick, mascara, etc.

#### Contributes to the fight against waste:

- ▶ Fractional consumption and packaging resealing;
- ▶ Individual portions;
- ▶ Less product loss.



#### Consumers/Users:

- ▶ Ensures traceability of the product/packaging pairing: trust and reassurance;
- ▶ Communicates information about the product: loyalty

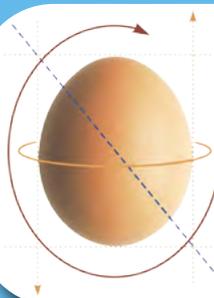
#### Companies:

- ▶ Is one of the mediums of legal information;
- ▶ Is the first medium that speaks to consumers and users;
- ▶ Conveys the values of the product and the producer;
- ▶ Facilitates incident handling: defective product recalls and returns, means of traceability;
- ▶ Contributes to the fight against counterfeiting;
- ▶ Is an interface and connected object that communicates and will be more and more useful in the future.



The full document is available on the CNE website:

[http://www.conseil-emballage.org/eng/wp-content/uploads/2014/01/110\\_0.pdf](http://www.conseil-emballage.org/eng/wp-content/uploads/2014/01/110_0.pdf)



Since 1997, the French Packaging Council has drawn together all the stakeholders of the packaging chain. Its mission is to develop and disseminate best practices with regard to the design, use and marketing of product packaging.

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