

THE PLASTIC FREE CERTIFICATION MARK



THE WORLD'S FIRST PLASTIC FREE STANDARD

The Plastic Free Certification Mark is the world's first standard for Plastic Free. The scheme is created by A PLASTIC PLANET working with their material science expert panel and certification partner, CONTROL UNION.

The Plastic Free Certification Mark is an aspirational mark of excellence and a demonstration of commitment to the sustainable future of packaging without plastic.

DESIGNED FOR THE SHOPPER, not for industry, the Plastic Free Certification Mark sits clearly on the front of pack where it tells you one thing: **THIS PACKAGING IS 100% PLASTIC FREE.**

The Plastic Free Mark is owned and awarded by A PLASTIC PLANET, the pro-business global campaign organisation with a single goal — TO IGNITE AND INSPIRE THE WORLD TO TURN OFF THE PLASTIC TAP.

WHAT IS PLASTIC FREE?

The Plastic Free Certification Mark is created as a public trust mark, it is not intended for back of pack or to be confused with the many recycling symbols that no member of the public really understands.

Shoppers want the choice to buy products and packaging that do not contain indestructible conventional plastic. They cannot be expected to decipher between various kinds of materials.

UNDER THE PLASTIC FREE CERTIFICATION STANDARD, THE FOLLOWING ARE CONSIDERED PLASTIC AND PLASTIC FREE...

PLASTIC

- Conventional plastic: fossil fuel based including PE, HDPE, LDPE, PVC, PS, EPS.
- Oxo-biodegradables: plastic with additives that accelerate its break-up to micro- and nano-plastics.
- Bio-plastics: non compostable bio-plastics that are chemically identical to fossil fuel plastic, creating the same toxic pollution once their useful life is over.

PLASTIC FREE

- Compostable Materials: biomaterials which are certified compostable and contain at least 50% bio-based carbon.
- Other Materials including glass, wood, metal, fibres, etc.

SOME IMPORTANT CONSIDERATIONS...

PACKAGING AND ITS CONTENTS

With the exception of food, drinks and pharmaceuticals, the Plastic Free Certification Mark evaluates the packaging and the product inside to avoid misleading the shopper.

BIO-BASED CONTENT

Biomaterials must demonstrate a minimum of 50% bio-based content. This means the majority of the product's carbon will be circular. Over time, this proportion will be increased to encourage a market shift without introducing criteria which are prohibitive despite their good intentions.

SUBSTANCES OF HIGH CONCERN

While the primary aim of the program is to assess materials to be Plastic Free, A Plastic Planet is concerned about certain chemicals being used, in particular Bisphenols, PFCs and substances known to be environmentally persistent. The standard requires applicants to demonstrate that chemicals and substances that are harmful to human health have not been intentionally added.

WHO CAN APPLY FOR THE CERTIFICATION MARK?

The PLASTIC FREE CERTIFICATION MARK can be used on products which are defined as anything which is manufactured or sold — and can be a material, a semi-finished or intermediate product, or a final retail ready product.

RETAIL READY PRODUCTS



The finished branded products that we see in a retailer: 1) For foods, drinks and pharmaceuticals, the Mark refers to the packaging. 2) For non-food and drinks (personal care products, cleaning fluids, cutlery, household goods) — the packaging and the contents, must be plastic free to carry the Mark. This avoids misleading the shopper who does not want to find a plastic toothbrush inside a paper box labelled Plastic Free.

MATERIAL PRODUCTS



Compostable films or paper board are material products which sit at the beginning of the supply chain. The Mark can be used on the company's website and in all its communications. The Mark cannot be used on the material itself which may be fused with plastic in its final form, for example, a pulp paper cup with a plastic lining.

PACKAGING PRODUCTS



A carton box such as used by online retailers is a packaging product. The Mark with the words 'THIS PACKAGING IS PLASTIC FREE' clearly communicates that it is the packaging, not the contents, that have been certified as Plastic Free.