



PRODUCT PACKAGING COMPLIANCE MANUAL

The definitive, in-depth standard for all product packaging specifications and guidelines.

Flier No 2: Eco-Design & Cost Reduction

The Financial Incentive: Lower Your EPR Fees

Section	Key Content / Call-to-Action	Target Message
Headline	Eco-Design: Cut Costs, Not Corners (The fees are modulated design dictates your financial obligation.)	EPR is an opportunity to save money.
Why Redesign?	Modulated Fees: Explain that EPR fees will be lower for easily recyclable packaging and higher for difficult-to-recycle materials. This is the direct financial link.	Higher recyclability = Lower fees.
Actionable Steps	1. Lightweighting: Reduce total material weight (fees are often calculated per tonne). 2. Mono-Materials: Switch from multi-layer or mixed packaging (e.g., plastic/foil pouches) to single-material options (e.g., PET, Cardboard). 3. Avoid Problematic Components: Eliminate carbon-black plastics, non-recyclable inks, glues, and non-removable labels.	Focus on 3 immediate, high-impact changes.
Tool/Resource	The Recyclability Scorecard: Direct them to a resource (internal or external, like the RAM/Recyclability Assessment Methodology) to check their current packaging's actual score/fee bracket.	Start auditing your packaging now.