



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