



ASD Ambalaj Kongresi 2019

Uluslararası Ambalaj Sanayi Kongresi



ABOUT SARTEN

- A Family owned company established in 1972. In 2015 Japanese Mitsui company became the shareholder of Sarten with 15% share.
- Employs 2600 professionals across 18 production sites (15 in Turkey, 1 in Bulgaria, 1 in Russia and 1 in Netherlands)
- We have sales offices in Sofia, Thessaloniki, Bucharest and Paracin in addition to the sales offices based in our factories located in Pleven, in Nevinnomysk and in Roosendaal
- Our mission is to offer our customers; top quality, fast service, competitive prices and environment friendly packaging solutions with our latest technology and with our well-trained professionals by putting SUSTAINABILTY on top of all our activities.
- We are serving to Food, Industrial and Cosmetic sectors with our wide product range of metal and plastic products .We are exporting our products to 90 countries in the World and 32% of our sales made in Export markets
- We are consuming 200,000 Tons of Steel Tin plate in our factories.



TURKEY'S
TOP 500 INDUSTRIAL
ENTERPRISES
108



171





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METAL PACKAGING RECYCLING



WHO DECIDES WHICH PACKAGING?





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METAL PACKAGING RECYCLING

WHAT DO FILLERS WANT FROM PACKAGING?

A EUROPEAN PERSPECTIVE

- MORE SUSTAINABLE SOLUTIONS
- UNWILLING TO PAY A PREMIUM
 - UNLESS IT IS A KEY PART OF THE BRAND MESSAGE
- LESS “PACKAGING WASTE”
- SAFETY AND SECURITY

**PRESSURE ON PACKAGING IS NOT A NEW PHENOMENON,
BUT HAS DRAMATICALLY INCREASED.**





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WHAT ARE POLICY MAKERS LOOKING AT?

A EUROPEAN PERSPECTIVE

- REVISION OF THE WASTE FRAMEWORK DIRECTIVE AND PACKAGING AND PACKAGING WASTE DIRECTIVE, PART OF THE SO CALLED CIRCULAR ECONOMY PACKAGE
- EUROPEAN COMMISSION WANTS AMBITIOUS LEGISLATION
- BUZZWORDS: **RESOURCE EFFICIENCY, SUSTAINABLE GROWTH, ECO-DESIGN**
- **METAL PACKAGING FITS PERFECTLY IN THIS NEW THINKING**

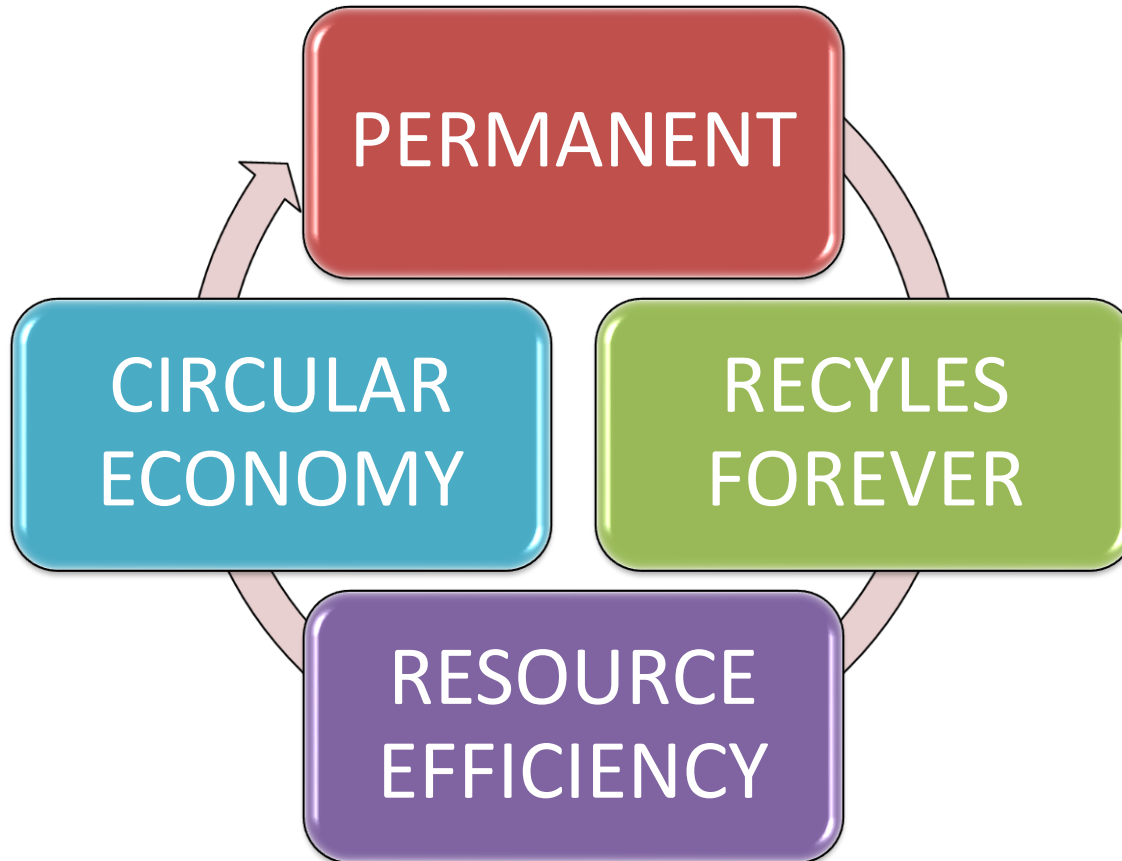




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Metal is different
Metal is a permanent material





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METAL PACKAGING RECYCLING

METAL - A PERMANENT MATERIAL

- METALS ARE NATURAL ELEMENTS THAT CANNOT BE DESTROYED. THEY MAINTAIN THEIR PHYSICAL PROPERTIES FOREVER.
- ONCE METAL ENTERS THE MATERIAL-TO-MATERIAL LOOP, IN WHICH IT IS RECYCLED AGAIN AND AGAIN, IT WILL ALWAYS BE AVAILABLE FOR FUTURE GENERATIONS.





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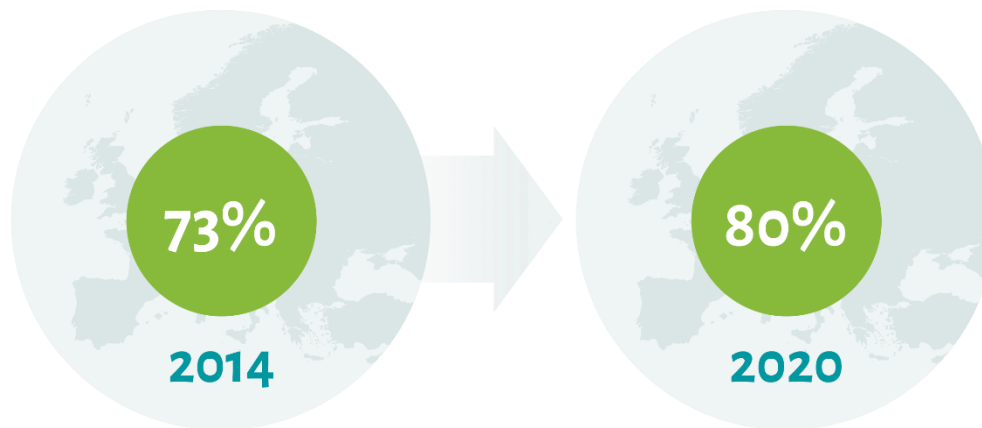


METAL PACKAGING RECYCLING

METAL RECYCLES FOREVER

WHEN METAL PRODUCTS REACH THE END OF THEIR LIFE, THE MATERIALS ARE SIMPLY COLLECTED AND RECYCLED, AGAIN AND AGAIN.

THIS IS REAL RECYCLING.



IN 2014, 73% OF METAL PACKAGING IS RECYCLED IN EUROPE, THE MOST RECYCLED PACKAGING.

IT IS COMMITTED TO AN AVERAGE EUROPEAN METAL PACKAGING RECYCLING RATE OF 80% BY 2020.





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METAL PACKAGING RECYCLING

HOW TO ENGAGE CONSUMERS?

- RESEARCH IN 3 COUNTRIES HAS SHOWN THAT CONSUMERS ARE CONCERNED ABOUT THE IMPACT OF PACKAGING ON THE ENVIRONMENT. THEY WANT A SUSTAINABLE PRODUCT!

BUT

- THEY DON'T UNDERSTAND THE VALUE OF RECYCLING
- THEY DON'T HAVE A CLEAR UNDERSTANDING OF THE DIFFERENCE BETWEEN 'COLLECTED' AND 'RECYCLED'

A STRONG LOGO IS NOW AVAILABLE.

BY USING IT, **ON-PACK** OR **OFF-PACK**, A BRAND DEMONSTRATES TO CONSUMERS THAT IT HAS CHOSEN A PACKAGING MATERIAL THAT IS FULLY ABLE TO PARTICIPATE IN THE CIRCULAR ECONOMY.





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RECYCLES FOREVER LOGO



ENGLISH



TURKISH





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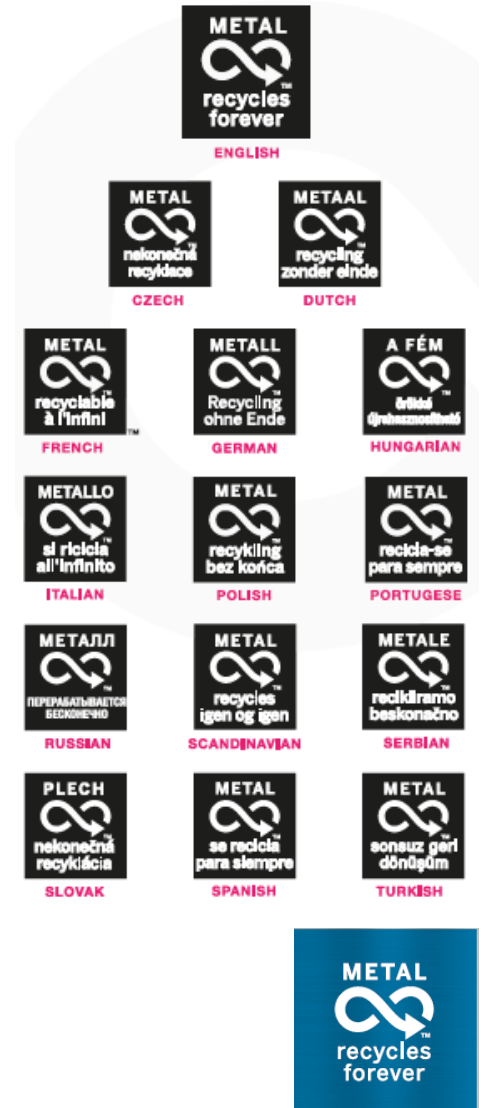
ONE CONSISTENT MESSAGE

A SINGLE MEANING DEFINES 'RECYCLES FOREVER' CONSISTENTLY

ONE CONSISTENT MEANING AND MESSAGE THAT WORKS IN MULTIPLE LANGUAGES ACROSS MULTIPLE FORMATS IN MULTIPLE JURISDICTIONS.

ONE IDENTITY WILL ENABLE THE INDUSTRY AS A WHOLE TO COMMUNICATE A CONSISTENT AND COHESIVE MESSAGE AT EVERY TOUCH POINT.

THE RECYCLES MARK IS IN COMPLIANCE WITH EU GREEN CLAIMS





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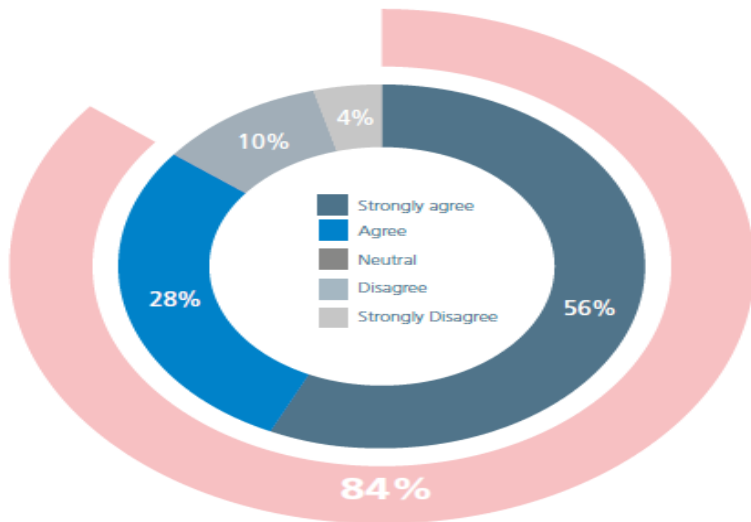
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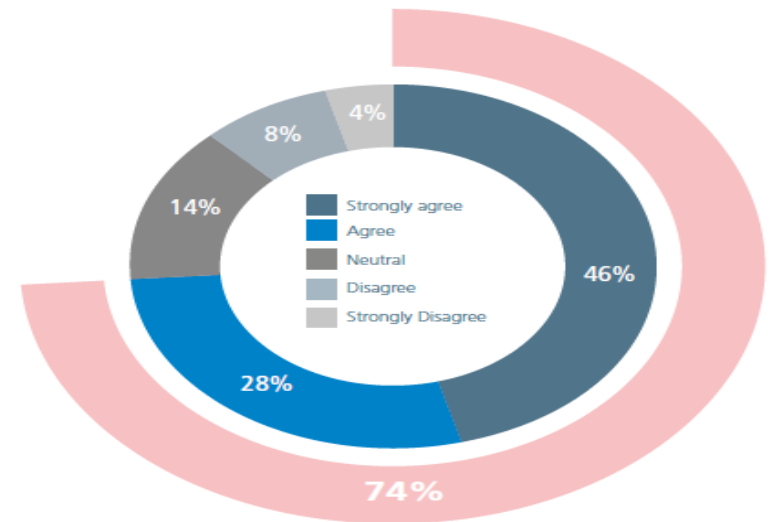
Benefits for companies and brands

Companies would benefit from an enhanced brand image in Consumer's eyes

For example: To what extent should Drink Companies do more to...



84% OF CONSUMERS AGREED OR STRONGLY AGREED COMPANIES COULD PROVIDE MORE INFORMATION ON RECYCLING



74% WOULD FEEL BETTER ABOUT THE DRINKS / BEVERAGE COMPANY IF THEY SUPPORTED RECYCLING





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SUMMARY

LEGISLATION & PUBLIC DEBATE ARE PUSHING MORE MATERIAL CIRCULARITY.

- WHAT ARE THE RECENT LEGISLATIVE CHANGES?
- WHAT NEEDS TO CHANGE IN OUR CURRENT APPROACH TO RECYCLING?
- WHAT DO THE LATEST RECYCLING RATES OF STEEL FOR PACKAGING REVEAL?





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NEW REPORTING OBLIGATIONS

- **COMMISSION IMPLEMENTATION DECISION 17 APRIL 2019: IMPLEMENTING DECISION AMENDING 2005/270/EC ON CALCULATION RR AND REPORTING:**
- **ART. 6B, 2: "COMPOSITE PACKAGING AND OTHER PACKAGING COMPOSED OF MORE THAN ONE MATERIAL SHALL BE CALCULATED AND REPORTED PER MATERIAL CONTAINED IN THE PACKAGING. MEMBER STATES MAY DEROGATE FROM THIS REQUIREMENT WHERE A GIVEN MATERIAL CONSTITUTES AN INSIGNIFICANT PART OF THE PACKAGING UNIT, AND IN NO CASE MORE THAN 5 %OF THE TOTAL MASS OF THE PACKAGING UNIT."**
- **APPLICABLE FROM 2020**

GOOD NEWS - NO EXTRA REPORTING OBLIGATIONS FOR ANY STEEL PACKAGING,





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METAL PACKAGING RECYCLING

REAL RECYCLING MEANS

- RECYCLING INTEGRATED INTO PRODUCT DESIGN
- MATERIAL THAT CAN BE EASILY COLLECTED AND SORTED
- MATERIAL PARTS THAT CAN BE EASILY SEPARATED OR REQUIRE NO SEPARATION
- RECYCLING PROCESS THAT BRINGS ENVIRONMENTAL BENEFITS
- OUTPUT MATERIAL THAT HAS VALUE





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METAL PACKAGING RECYCLING

ACCORDING TO WORLDSTEEL ESTIMATES
75% OF STEEL PRODUCTS
EVER MADE ARE STILL IN USE TODAY





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METAL PACKAGING WAS **FIRST RECYCLED IN THE USA**, IN THE 1930S AND 1940S CANS WERE FIRST, DRIVEN BY THE TERRIBLE CONSEQUENCES OF THE GREAT DEPRESSION AND THEN BY THE MATERIAL DEMANDS AND LIMITATIONS DURING WORLD WAR II.

TODAY, **75 % OF ALL METAL PACKAGING IN EUROPE IS RECYCLED**, CONTRIBUTING DIRECTLY AND TANGIBLY TO WHAT IS NOW CALLED THE "**CIRCULAR ECONOMY**".





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THANKS FOR YOUR ATTENTION

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