

The institute

The **cyclos-HTP** Institute for Recyclability and Product Responsibility is a cooperative endeavor between the authorized experts of **cyclos GmbH** and the consultant engineers of **HTP GmbH & Co. KG**. The company's stated purpose is to classify, assess and test the recyclability of packaging and products, to conduct research and development in this field, and to organize advanced training events.

The institute develops standards for assessing the recyclability of packaging and products, and issues certificates based on independent analyses, which can be used to formulate specific approaches for optimizing recyclability.



Der Grüne Punkt

Der Grüne Punkt – Duales System Deutschland GmbH (DSD) is the institute's exclusive partner, brokers the institute's services, and supports the entire process for clients. In addition, DSD assists the institute with its broad spectrum of expertise and its long years of experience, and advises companies on optimizing their packaging while taking due account of the national and international recycling infrastructure.



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How effectively can your packaging be recycled?

Classification
Assessment
Testing
Optimization



Packaging – modern-day allrounders

They protect the product, make it optimally available, and inform the consumer – modern-day packaging accomplishes all of this, and that's why it has become indispensable in our daily lives.



Producing packaging requires scarce raw-material resources – Der Grüne Punkt closes the materials loop by turning used packaging into a source of raw materials. For this purpose, we use state-of-the-art technology, making the recycling process affordable and sustainable.

Raw materials are getting scarcer – which means that in future Europe intends to recycle as much of its waste as possible, instead of incinerating it or even dumping it in a landfill. So effective packaging recycling is crucial.

But how effectively can particular packaging, especially those made of plastics and composites, be recycled? What can manufacturers take into account in the initial design stage in order to facilitate recycling? And how can they directly benefit from these changes?

Your advantages

- ❗ Upgrade your product responsibility by factoring recyclability into the design of your packaging!
- ❗ Optimize your packaging, improve its sustainability, and possibly the cost structure of your processes!
- ❗ How, specifically, your packaging will behave in the recycling process is laid out in black and white: a certificate confirms the recyclability of your packaging in the existing infrastructure.



Assessment criteria and methods

In Germany, packaging waste is collected and processed using standardized methods on an industrial scale. The process begins with largely automated sorting. Packaging can only be recycled if it has been sorted into the correct material fraction.

The **cyclos-HTP** Institute for Recyclability and Product Responsibility assesses your packaging against objective testing standards based on the following questions:



- ? How does the packaging behave in the automated sorting process?
- ? Into what material fraction will it be sorted?
- ? Are there any obstacles to sortability?
- ? How effectively can the packaging be recycled?
- ? How can the packaging be improved?

The Green Dot supports these analyses, and provides you with specific proposals for improving the recyclability of your packaging.

