

flustix

RECYCLED

**rethink
plastics**

Flustix' unique
certification: making
recycling visible



Content

The Flustix RECYCLED trustmark.....	4
Recycling is the goal.....	5
Flustix RECYCLED: a certification for all industries.....	6
Your benefits.....	7
How to get the trustmark.....	8
The Flustix RECYCLED trustmarks' advantages / Contact.....	9

Recycling plastic gives our planet, particularly the seas, long-term freedom from new and unmanageable waste streams.



Secondary plastics as a **future-proof solution**: they facilitate plastic reduction wherever using plastic is absolutely essential.

The Flustix RECYCLED trustmark

Industrially produced products look increasingly similar. Nevertheless, there can be huge differences in their materials. Manufacturers often wonder how to stay competitive while keeping their sustainable products on the market. How can they oppose cheap products with more expensive yet sustainable, high quality products?

The Flustix RECYCLED trustmark clearly highlights the difference. Flustix is the ideal solution, especially for products that cannot be produced plastic-free but still aim to help the environment. The label means a product is safe, socially responsible and certified.

By auditing and analysing the manufacturing process, our certification partner DIN CERTCO determines a product's recycled material content. It is then possible to apply for a licence for the combined sign Flustix RECYCLED / DIN Geprüft. The proportion of recycled materials will be published in the certification and on the product. Flustix RECYCLED – an excellent guideline for customers.



All products made entirely or partly with secondary plastics are suitable for labelling with the Flustix RECYCLED certification mark.

THE FLUSTIX 'RECYCLED' STANDARD



By analysing the manufacturing process, the percentage share of post-consumer and pre-consumer recycled materials in each product will be determined. In addition to **Flustix RECYCLED**, we offer four Flustix plastic-free certification marks. Full details of our plastic-free trustmarks are available on our [website](#).

Using plastic responsibly

"After shopping for my family of five, I usually end up with at least one rubbish bag full of plastic that I've only used once. More than half of this bag's contents get burned – delicately termed 'thermal recycling'. It doesn't feel right, especially not when I think about my children and the generations to come. The idea for Flustix was born out of my wish to change things: it is a certification label that indicates the sustainable use of plastics in products. We provide a solution to the plastic problem with this initiative. And it's a solution that is easy to integrate into daily life. Our label for consumers provides clear guidance, which enables everybody to contribute to environmental conservation. Avoiding plastics is an issue that concerns us all. If nature does not remain intact, we will cause lasting damage to ourselves. With Flustix, we are starting something that every single person can participate in and effect change with."



Malte Biss
Founder of Flustix

Recycling is the goal

After getting up, the first thing we reach for is a product made of plastic, even if it's just the toothpaste. Plastics are everywhere and plastic makes life easy. It has democratised consumption, making products cheaper and lighter as well as easily accessible to the majority of people. But our excessive use of increasing volumes of new synthetics is irreversibly catching up with us. We need to rethink our consumption and daily use of plastics. That is what Flustix stands for.

If we really need to produce plastics, then they must be good ones. We at Flustix use the term "good plastics" for sustainable synthetics which can be collected after use and repurposed many times. But not every type of plastic is recyclable: mixed synthetics, composite materials, and paper products which are covered with a thin plastic surface (such as takeaway coffee cups) usually have to be burned. This is because their components are irreversibly merged. Flustix' auditing and testing system proves whether responsibly recycled materials have been used.

The certification is based on the firmly established programme „Zertifizierungsprogramm „Produkte aus recyceltem Material“ nach DIN EN ISO 14021 und DIN EN 15343 (February 2019).

ENCOURAGE TRANSFORMATION

The main goal of Flustix RECYCLED is to encourage a life cycle for materials – instead of thermal recycling. A life cycle for materials means a recurring transformation of chemical bonds that results in new raw material for new products.

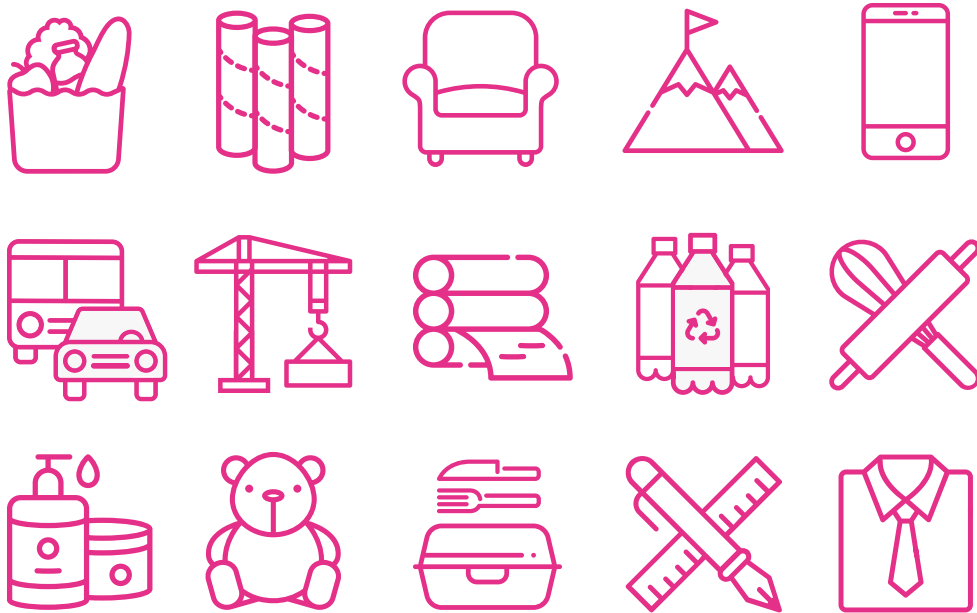
We need plastics in medicine, transport, science, security and many other sectors. The focus must be on recycling until alternative, renewable, biodegradable materials are created. The EU has realised this. In January 2018, it drafted a new strategy to support the recycling economy. Funding is available for businesses supporting the life cycle of plastic.



**Why produce more new synthetics?
This product should be produced with
safe recycled materials instead.**

Flustix RECYCLED: a certification for all industries

Is your business a pioneer in using recycled materials for packaging and other products? **Do you want to clearly communicate your commitment?** Then **choose** the **Flustix RECYCLED** trustmark.



Packaging, household goods, cosmetics, textiles, stationary are just some of many product categories suitable for certification. **B2B**, Flustix RECYCLED is a good choice for suppliers in the **automotive sector** or in the **construction branch**.



Non-recyclable packaging will be more expensive in 2019.

*from ZSVR ('Stiftung Zentrale Stelle Verpackungsregister') guidelines – the specification guidelines are mandatory as a minimum standard for dual systems in Germany from 2019 onwards, see: [https:// www.recyclingmagazin.de](https://www.recyclingmagazin.de)



Make your commitment to environmental protection visible by putting the trustmark on your product.



You benefit from the Flustix RECYCLED trustmark through:

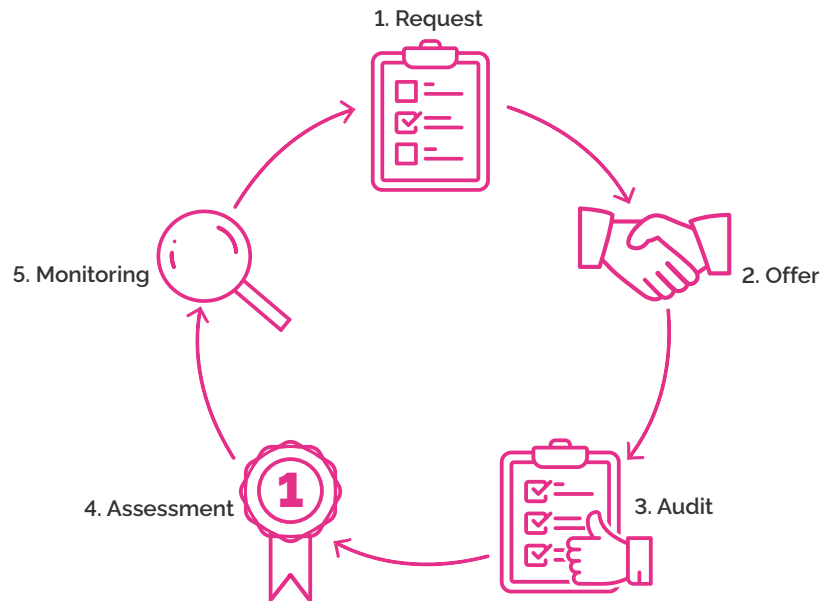
- Clear differentiation in a competitive environment
- Worldwide acceptance and market access via our international audit system
- Increased trust in your company from markets and consumers
- A clear decision-making and guidance tool for trade and consumers
- Possibility to profit from a reduced licencing fee for the „Dual System“ (relevant for German market)

Our services:

- International audit and licencing network
- Trustworthy auditing, examination and assessment of audited results
- Guarantee of consistently high quality via continuous monitoring
- Growing brand recognition through:
 - continuous advertisement of the Flustix RECYCLED trustmark
 - continuous marketing and public relations work
- Licencing to display your product's recycled material content on its packaging.
- Possibility to prove the amount of recyclates used in your product at the „Zentrale Stelle Verpackungsregister“ (relevant for German market)



How to get certified



1. Submit your label request to us or DIN CERTCO

2. Our certification partner DIN CERTCO prepares an individual quote for the analysis of your manufacturing processes, based on the certification programme.

3. Thanks to the international DIN CERTCO network auditing is available worldwide

4. If the manufacturing process for your product meets the certification requirements, a product labelling licence can be requested from DIN CERTCO

5. Once the product is on the market, it is continuously monitored for compliance with the certification programme



OUR CERTIFICATION PARTNER



Flustix and its certification partner DIN CERTCO Gesellschaft für Konformitätsbewertung mbH support the recycling economy. The accredited partner has been a cornerstone of quality assurance and manufacturing analysis for more than 30 years. DIN CERTCO is internationally established in the development and implementation of objective valuation criteria. These guarantee consumers high-quality services as well as minimum requirements for products and services.

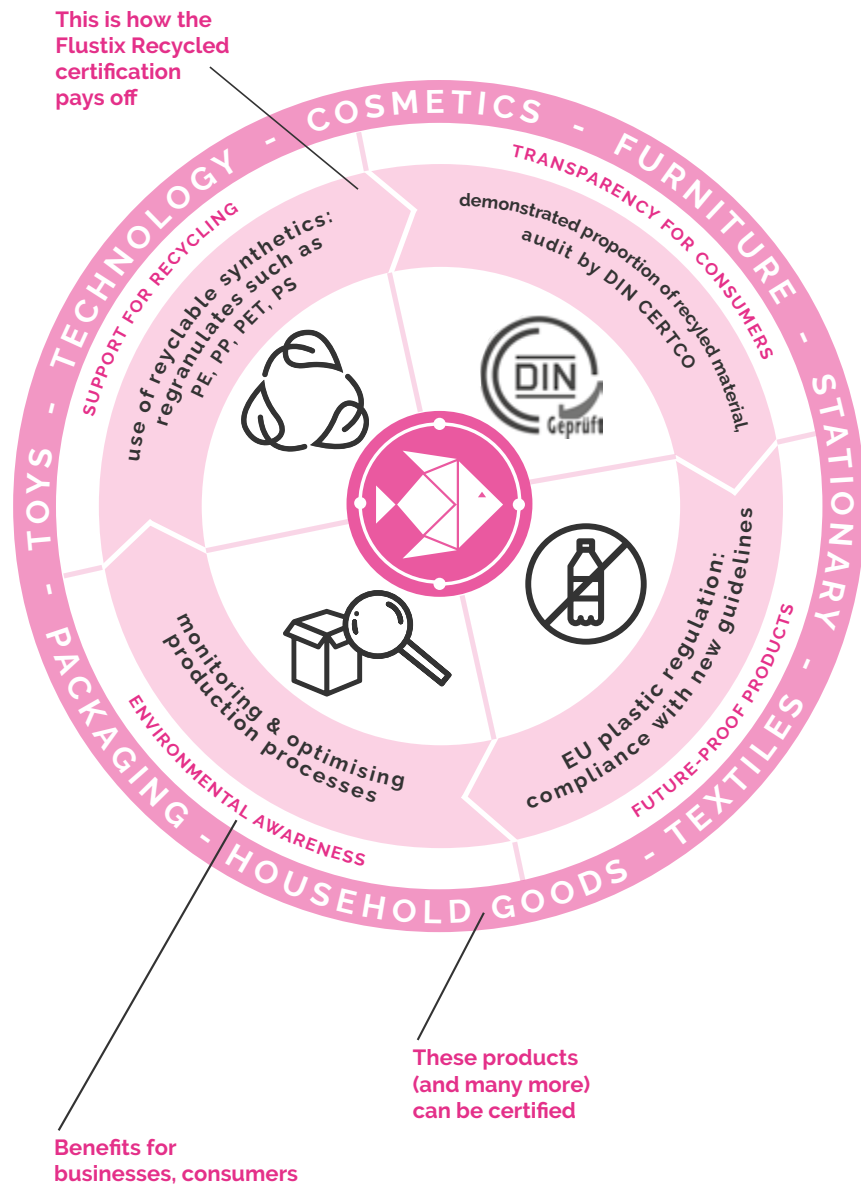


TÜVRheinland®

DIN CERTCO

Genau. Richtig.

The Flustix RECYCLED advantages



We are
here for you!



FLUSTIX
Kronprinzendamm 20
D - 10711 Berlin
+49 (0) 30 3982 0696 2

contact@flustix.com
r.eltahwy@biss-pr.de

© Flustix - 2019

[flustix.com](https://www.flustix.com)