

flustix

**rethink
plastics**

The credible, dynamic
label for pioneers in
plastic reduction.



Welcome !



Shining a spotlight on plastic-free

"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 gets 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 the production of new plastics wherever possible 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: while shopping."



Malte Biss
Founder Flustix



**Large areas of
ocean already
contain **six times
more plastic** than
plankton.**



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The name 'Flustix' is a neologism and a word combination created from the claim 'free of plastic'. The Flustix certification mark is the world's first symbol for plastic purity, registered as a European Union Certification Mark by the European Union Intellectual Property Office (EUIPO) and the German Patent and Trade Mark Office. We thereby provide a reliable guide for eco-conscious customers and facilitate CSR for brands. With this registration, Flustix can be considered a certification mark as well as a legally protected word and figurative trademark.



What is Flustix?

420 million tons of new plastic are produced annually worldwide. That is something we need to change. NOW!

Flustix is a sustainability certification body for plastic-free and partially plastic-free or recycled products. Our goal is to reduce the use of consumer plastics, which account for 80 percent of plastic waste found in nature. Flustix chemically analyses products and then labels approved items with the Flustix certification mark. By making plastic reduction clearly visible for consumers, we provide guidance and the opportunity to make a plastic-aware buying decision. Flustix supports plastic alternatives and communicates sustainability for innovative brands.

Instead of discrediting the material in general, Flustix believes in rethinking it. Plastics are indispensable in the medical appliance, transport and security sectors. In fact, Flustix acknowledges that plastic is a valuable material which has to be economised and used in an environmentally-friendly manner.

DEFINITION



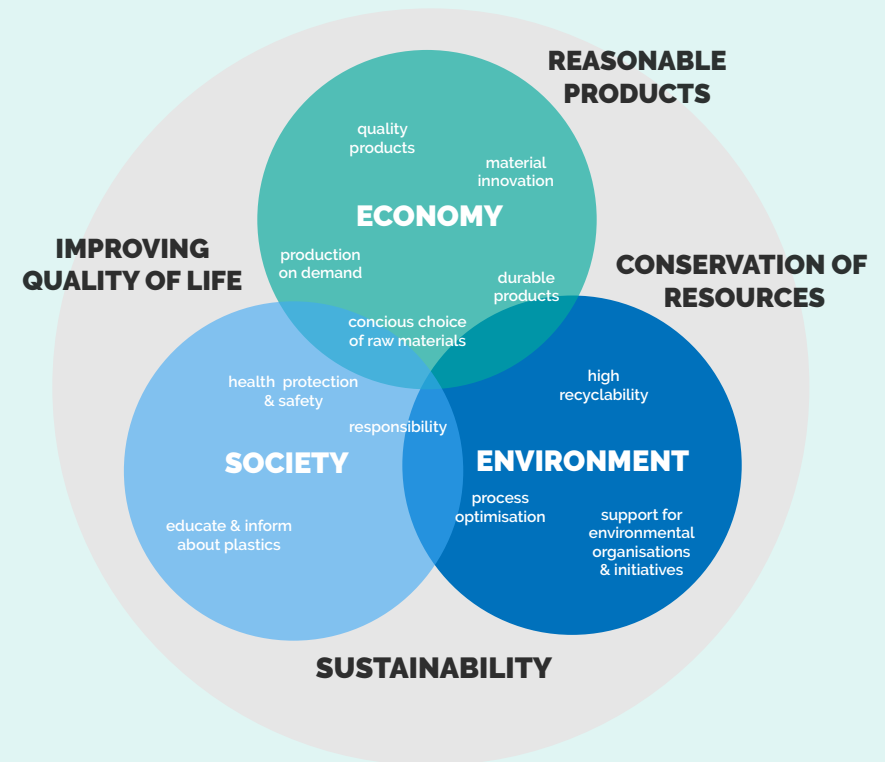
Our **definition** represents a milestone in consumer protection and on the market in general: for the first time in history all synthetics are excluded if a product is certified as plastic-free. Plastic is a material which is constantly changing in composition and formulation depending on its specific use. Flustix excludes, among others, materials such as **Polyethylene (PE)**, **Polypropylene (PP)**, **Polyvinyl chloride (PVC)**, **Polystyrene (PS)**, **Polyethylene terephthalate (PET)** and **Poly lactide (PLA)**.

The term 'plastic-free product' means exactly that, and nothing else.

This is how Flustix avoids confusion and greenwashing through the use of alternative terminology when defining synthetics. Contamination due to environmental conditions, pollutants within production, transportation, recycling process and / or storage cannot fully be excluded.

Our standard state that the term 'plastic-free' applies to an item and its packaging, meaning the overall or cumulative product that is sold to the end consumer. On this basis, Flustix offers four legally consolidated trustmarks to certificate different item types or components as plastic-free.

BENEFITS FOR THE ENVIRONMENT, BUSINESSES AND SOCIETY



Flustix Plastic-Free Trustmarks



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Plastic-free total product

The Flustix mark can be considered a milestone in consumer protection and sustainability certification. For the first time in history, producers are tested by an independent institution and pledge not to market any form of synthetics to customers.



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NO PLASTICS

PRODUCT

Plastic-free product

This certificate applies to products which are plastic-free inside but have to be packed in plastic for sanitary reasons, such as medical appliances or similar.



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CONTENT FREE FROM
MICROPLASTICS

Free from microplastics

This Flustix mark certifies products, namely cosmetics and sanitary articles, that avoid using microbeads and microplastics. Generic microplastics are defined as solid plastic particles or fibers smaller than five millimetres which are added to products intentionally in order to increase viscosity or friction (particularly to create a so-called peeling-effect.)



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NO PLASTICS

PACKAGING

Plastic-free packaging

Consumer goods which are naturally free of plastics or synthetics or prohibited from containing them by law, such as food and beverages, can only apply for the 'plastic-free' label for their sales packaging and trays. Cosmetics and sanitary products are not included within this category and can qualify for content-specific certifications.



Plastic-free shopping at the supermarket?
Flustix now makes it easy.



**Every German
produces an
average of
37 kilos of
plastic waste
a year - from
packaging
alone.**



Plastic Studies

Flustix commissions [studies](#) on the subject of plastic. In this database you can find reliable studies on the subject of the plastic economy, plastic in society and much more. We cannot generally discredit plastic as a material. That is why it is necessary to gather specific data, such as: how much plastic is being produced? And for which industries? Which plastics account for the majority of environmental pollution? Which plastic is indispensable and which will consumers give up?

In 2017, Kantar TNS questioned consumers about their buying behaviour in the field of plastic products. 92% of consumers think packaging contains too much plastic - and they search for alternatives on the market. One third of consumers say they would pay more for plastic-free packaging. More than 70% pay attention to certification labels when deciding on a product.

The complete study you can find online here: flustix.de/studien

What consumers think about plastic:






The **first plastic product** hit the market in 1950. Back then, some 1.5 million tons of plastic were produced globally. By 2017, that figure had risen to **420 million tons**.

Mission

Plastic pollution has reached vast proportions. By now, plastic residues and tiny plastic particles can be detected in food, water and the ground. The environmental consequences are fatal – animals and plants are dying and our health is suffering. There is no doubt that we have to cut plastic usage and rethink synthetic materials in general. At Flustix, we believe that avoiding plastics must become a focus of corporate CSR strategies. It is our mission to establish a continuous dialogue with corporations.

Vision



Our vision is a world in which we protect nature effectively and use resources responsibly. Flustix is dedicated to plastic reduction and the avoidance of plastic waste. We support the responsible use of fossil fuels. We want to respond to consumer demand for less plastic packaging. We also provide information and education about the dangers of plastic overuse. We work in close collaboration with environmental organisations and actively support regulations within plastic production. We support environmental organisations, research and educational advertising. The topic is widely discussed in the media, politics and society in general. It is becoming increasingly challenging for corporations and the market to translate this new quest for sustainability into corporate governance. Consumers are more aware than ever, requesting plastic-free alternatives and greater transparency in the market.

**„We found between
1,000 and 12,000
microplastic particles
in every litre of
melted sea ice samples
from five regions of
the Arctic Ocean.“***

* Dr. Ilka Peeken,
marine ecologist

full interview: <https://flustix.com/blog/experteninterview-dr-ilka-peeken-findet-plastik-im-eis-der-arktis/>



What we certify



COSMETICS

Cosmetics often come with single-use plastic packaging. But this is not the only thing to avoid (or to substitute with recyclable packaging). There is also a lot of microplastic in the content that should be reduced. More than 500 tons of plastic a year enter the water system by flowing down our bathroom sinks. The Flustix trustmark makes sustainable healthcare and cosmetic products visible.



TEXTILES

Textiles and garments are a major source of microplastic. They release fibres into the sewage system each time they're washed. The source materials are polyethylene and polyester. Every single garment is sealed in a Polybag to ensure it is transported safely and hygienically from the production country to our shops. Therefore, the amount of plastic waste in the fashion industry is incomparably high. Let's make a change here!



HOUSEHOLD GOODS

Cutlery, straws, plastic drinking glasses, festive decorations – many plastic products which initially seem practical pose significant risks to health and nature. Many brands have already updated their product portfolios, offering safer alternatives made of glass, wood, bamboo, paper and more. Flustix has already successfully certified bamboo dishes.



PACKAGING

Today, we are able to avoid plastic packaging. Innovative packaging solutions designed to meet the food industry's high hygienic standards are already available at low prices. Flustix certifies and recommends suppliers of every packaging system. Especially packaging products for shipping need innovative solutions.

Microplastics?
Consumers look for natural and safe alternatives now.

Whether it's a whole sofa or a small matchstick – we put your product through rigorous tests.



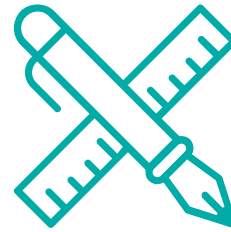
FURNITURE

Many items of furniture are long-lasting products. But this does not justify the use of plastics for all products. Today, manufacturers can increase their sales dramatically by using natural raw materials for their furniture. By positioning their brand as eco-conscious, they gain a lot of credibility with their customers.



TOYS

As the KANTAR TNS study has proved, consumers want better materials for their children to play with than potentially harmful plastics. Plastics in toys are not only a health risk – toys often have a short lifespan because children lose interest in them with age.



STATIONARY

Stationery products are good candidates for Flustix certification. Pens made of wood or uncoated paper are plastic-free by nature. But plastic materials are also frequently used in this sector. Why? Consumers are confused. Products made of composite materials or mixed plastics are very hard to recycle and sometimes non-recyclable.

Curious about what's inside your product?
Send it to us.

Flustix certifies goods of many branches. We are happy to make you an individual offer.



ELECTRONICS

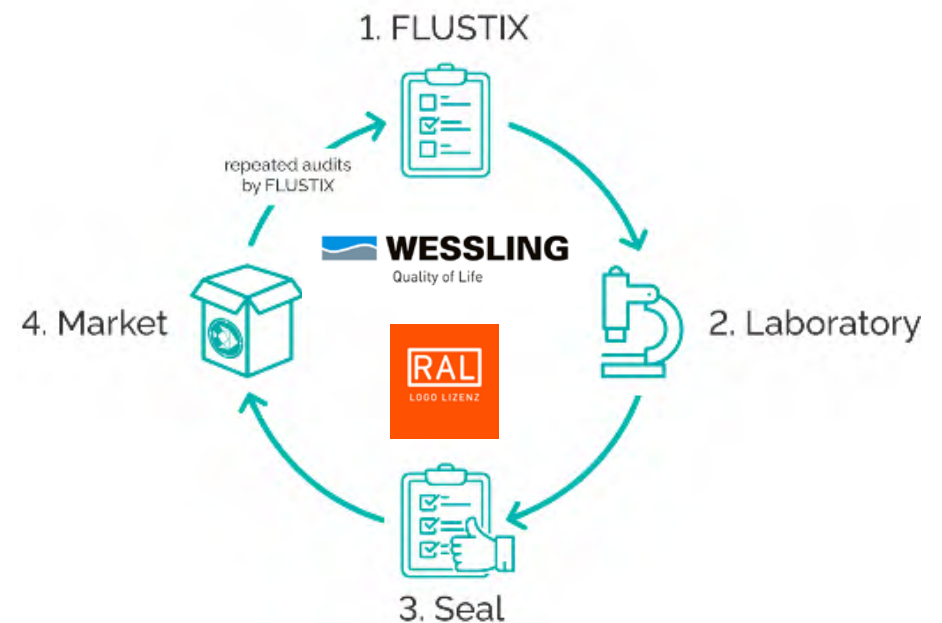
When it comes to electronics, plastic is a well known material and not so easy to replace. It can be considered as sustainable if the product has a long lifespan. To make a difference in this sector, electronics packaging could be made eco-friendly. The Flustix 'plastic-free packaging' label is the one to consider here.



Certification process

Each product or component has to pass through a multitiered plastic-testing process before Flustix certification is awarded. A company intending to get certified with our independent label has to send two items to Flustix and our partner laboratory WESSLING for testing. You will receive a cost estimate for the detailed material analysis. The chemical experts at WESSLING test the item thoroughly using the latest analytical methods.

These results give conclusive grounds for the plastic-free certification to be awarded via our licensing partner RAL, which administers the Flustix plastic-free trustmark licences. Please follow our online application form your first test. More information can be found at the [RAL Logo Lizenz website](https://www.ral-lizenz.de/).



Independent testing, independent licensing.

A full list of certificated products you can find online here:
<https://flustix.com/en/certified-plastic-free-products>



Flustix offers sustainable **credibility for your business** and a new audience for your products.

In the media

Flustix will give your products a high media profile. We communicate on all relevant mediums. Our [blog](#) provides information about innovative companies and businesses. At the same time we engage in discussion about plastic-free products via social media. Our comprehensive PR strategy positions Flustix and all Flustix-certified products in the best possible way.



Flustix has featured in:



Services for businesses, services for the environment



Sustainability

Marine pollution caused by plastic is one of the most prominent and discussed issues today. However, the problem goes beyond the ocean. It is everywhere! FLUSTIX gives you the opportunity to make a conscious and sustainable buying decision in order to produce less plastic waste.



Trust

Integrity is everything to us. Because our partners are independent, they ensure environmental compliance. Items are tested by an independent and unbiased laboratory, and the Flustix certification mark is awarded only by our independent licensing partner. Flustix is transparent and unbiased in every way. This process helps us provide a sustainable system for reducing plastic waste.



Image Boost

Nowadays, sustainability is one of the most important economic factors. It has been proven that businesses with Environmental Social Governance (ESG) credentials massively increase their turnover. In 2016, food companies such as Hipp and Iglo created up to 10% of additional sales through their clear sustainability strategies.



Communication

Flustix believes in the power of public opinion and open debate. Our broad communication strategy across social, digital and classic media informs and educates about the plastic issue. Every product that has been tested successfully by Flustix will be listed on our website. Furthermore, we provide information about the latest scientific research into plastic and feature activities like clean-ups and other initiatives on our blog.

Flustix supporters



"Action on environmental issues can be accelerated if it is made compelling for business. Only when the business world sees it as presenting an opportunity does anything really change – and it changes quickly and effectively. That's something you Germans have understood better than any other nation to date."

Prince Albert II of Monaco



"Your Flustix cause is so important. Please continue undeterred and do not let anyone impede you. It is so crucial for our very future on this planet that we finally find a solution to our plastics problem. With Flustix, you have come up with an idea that unites all stakeholders: consumers, commerce and producers – in the interests of the environment."

Jane Goodall
environmental activist



"It must become clear to everybody that we cannot continue like this because we are producing and using a product that unfortunately does not 'degrade'. (...) That is why a reliable and institutionally corroborated certification mark is entirely appropriate."

Dr. Ilka Peeken
marine ecologist



"Sustainability and resource conservation have been part of Wessling's raison d'être from the outset. That is why we are pleased to support Flustix as a partner and thereby make a contribution to the environment."

Dr. Jens Reiber
WESSLING GmbH



"I think it's awful that penguins now have to live on plastic islands instead of ice floes and that whales ingest the plastic rubbish in our oceans as food. Our environment is under severe threat. Nobody is really aware that the 'plastic problem' is getting worse and so far there has been no solution. We don't want to impose a ban on plastic with Flustix. Rather, we want a clear product certification mark that creates an incentive to show consumers the alternatives – and thereby motivate producers to re-think in the long term."

Julia Biss
CEO BISS PR

Our vision is the reasonable use of synthetics: Avoiding instead of disposing!

**We are here
for you!**

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