flustix

RETHINK PLASTICS

A credible, dynamic trustmark for pioneers in plastic reduction

What is flustix?

flustix is a sustainability certification body for plastic-free and partially plastic-free or recycled products. 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. In fact, flustix acknowledges that plastic is a valuable material. But it has to be used in an environmentally-friendly and manner.

Free from Plastic

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. Naming those new plastic types can therefore disguise other plastics in products. This could easily mislead consumers.

At flustix, 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. Besides the flustix plastic-free trustmarks, we offer two additional certification marks in the field of recycled and recyclable plastics.

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NO PLASTICS

What do we certify?

Any type of product can qualify for one of the Flustix Plastic Free Certifications. Product components such as packaging or content can be checked and labeled separately. The trustmark is available after your product has passed a laboratory test successfully and after you have purchased a license. The license entitles to advertise on-pack, at the point of sale, in print, online media and in television.

The 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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NO PLASTICS
CONTENT FREE FROM MICROPLASTICS

Free from microplastics

This flustix mark certifies products, namely cosmetics and sanitary articles, detergents and cleaning agents that avoid using microbeads and microplastics. Generic microplastics defined by ECHA ANNEX XV RESTRICTION REPORT are solid plastic particles or fibers smaller than five millimetres which are added to products intentionally in order to increase viscosity or friction (in cosmetics particularly to create a so-called peeling-effect.)

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NO PLASTICS
PACKAGING

Plastic-free packaging

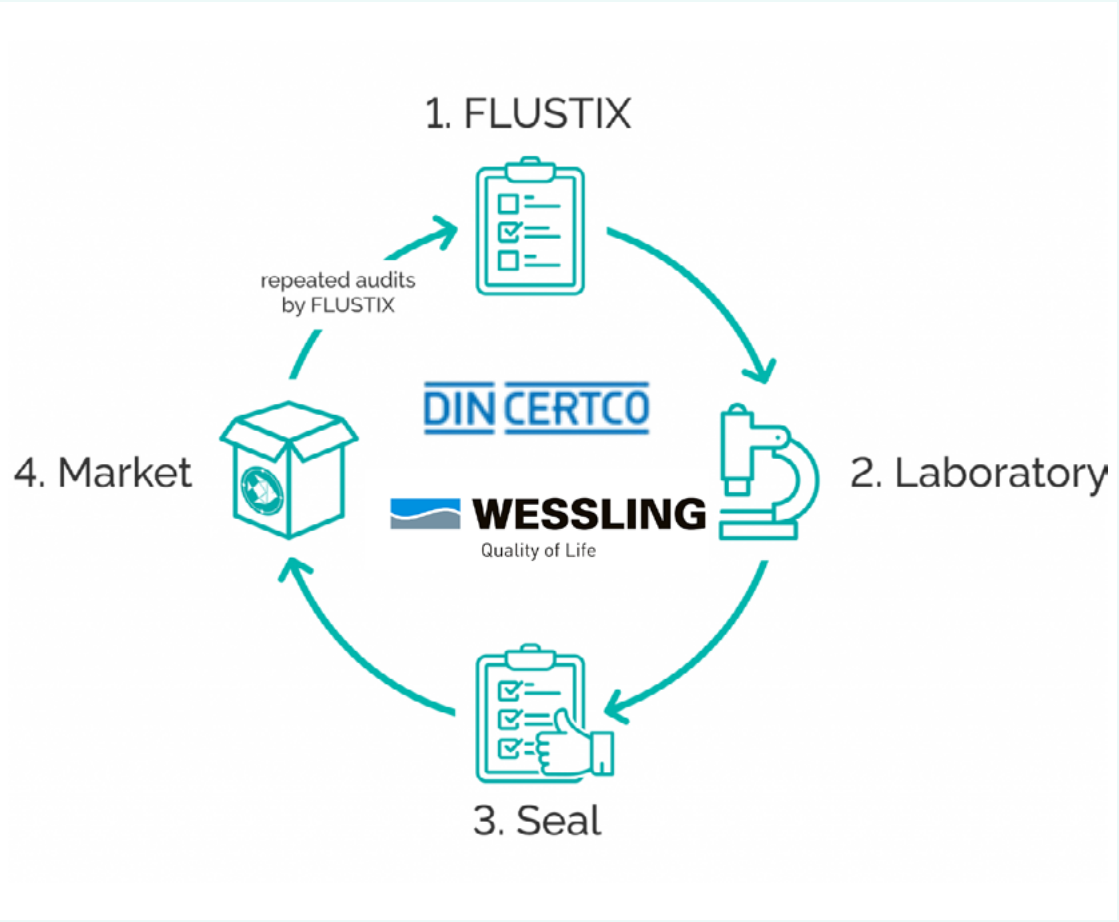
Consumer goods which are naturally free of plastics or synthetics or prohibited from containing them by law, such as food and beverages, can only apply for the 'plastic-free' label for their sales packaging and trays. Cosmetics and sanitary products are not included within this category and can qualify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

Plastic-free shopping?
With flustix at first glance.

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 DIN CERTCO, which administers the flustix plastic-free trust-mark licences. Please follow our online application form to get an offer for certififcation.



Independent testing, independent licensing.

References & flustix Licencees

The EU mentions flustix as „good practice“: „The certification label is an educational support for empowering consumers in their daily shopping decisions.”

European Union

https://circulareconomy.europa.eu/platform/en/good-practices/flustix-labelling-plastic-goods-support-responsible-consumption

The Verbraucherzentrale claims the fustix certification as trustworthy.

Frankfurter Allgemeine Zeitung, 05.10.2019, Nr.231, P.20

The „Verbraucher Initiative“, a federal association for consumers recommends flustix as a good orientation for shopping.

https://verbraucher.org/aktuelles/pressemeldungen/mikroplastik-die-kleine-grosse-gefahr?rec=1

Siegelklarheit.de is an initiative of the Federal Government for transparency on consumer trustmarks. Since Sept. 2020 flustix has been included on the platform.

Siegelklarheit

www.siegelklarheit.de

claro Grün. Aber gründlich.
TeeFee Von Eltern für Kinder
tesa
Henkel
LAKE VAAY
BIOBAULA für eine bessere welt BEST NEW PRODUCT
prowin natural wellness
MUNTAGNARD
BVO International
INNOVIA
lovara INTIMATE
klæny
KRUSCHITZ RECYCLING PLASTICS
GREENCORE
Kneipp
BAST FIBRE TECH
VERMOP PROFESSIONAL CLEANING SYSTEMS
QiQu SOS Skin Repair

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