

PLAIN  
TEXT

We give  
Answers



**Commitment to people and nature:**  
We take responsibility.



### **Why a fact check?**

Jokey ensures social fairness and compliance with global ethical principles along the entire value chain. Certifications according to SEDEX and our recognition of the GKV Code of Conduct document our ethical and social orientation.

Environmental protection is the topic of the hour and rightly one of the big issues of the future. The discussions held on this subject worldwide are rarely objective, and the arguments put forward for the pros and cons often reflect more personal convictions than facts.

It is important to us that, within the scope of our possibilities, used plastic packaging is returned to the collection, recycling and thus the plastics cycle so that it can be processed into new packaging. We have been committed to this since the early 1990s.

With this “fact check”, we want to clarify the situation, because this topic concerns us directly. Plastic is our material, and it is a valuable material. The responsible handling of the recyclable materials of our time is the best way to environmental protection.

**That's an argument, isn't it?**

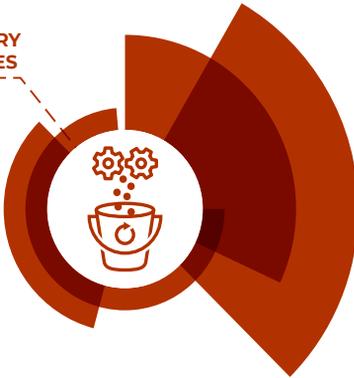
**Plastic packaging  
is not recycled  
whatsoever.**

That's just the way it is.

**This is by no means  
the case.**

In Germany, for example,  
plastic packaging is  
collected in house hold  
collection systems and  
recycled.

**SECONDARY  
RESOURCES**



Hold the QR code in the  
camera and learn all the  
details about this topic.

**For us, the reuse of used plastics has a  
long tradition.**

We consistently recycle rejects and production waste. The recycled materials are completely reused as new raw materials in the production of our packaging. In addition, we purchase recycled raw materials from the household collections (e.g. yellow sack/yellow bin). On request, we can document this with a certificate. All these recyclable materials are reused in our packaging for non-food products.

**We can replace plastic  
with renewable raw  
materials.**

It's that simple!

**It is by no means  
that simple.**

We only use renewable  
raw materials where  
they can really be  
used ecologically.

**RENEWABLE  
RESOURCES**



Hold the QR code in the camera and  
learn all the details about this topic.

**We can use renewable raw materials for  
the production of our packaging.**

“Renewable raw materials” does not mean that these materials are generally more ecologically sensible or compostable. Here, too, critical questions must be asked, because many of these raw materials originate from huge monocultures and do not provide the technical performance that modern packaging has to offer today. For this reason, we place high demands on the ecological, social and moral-ethical footprints of renewable raw materials when selecting them.

**Plastic is poisonous to humans and animals.**

Everyone knows that!

**That is unfortunately wrong information.**

We only use harmless ingredients—guaranteed.

FOOD CONTACT



Hold the QR code in the camera and learn all the details about this topic.

**We guarantee a safe use: Our products are suitable for food and are subject to critical testing.**

All additives used by us are subject to strict quality assurance. An accredited laboratory tests these substances for food safety and whether they comply with legal requirements, regulations and European and international regulations. Only when this is confirmed we use the materials in our production.

**The plastics industry is not concerned with conserving resources.**  
Period.

**That's not true.**  
On the contrary,  
at Jokey we have  
achieved material  
savings of up to 40%  
since 1990.

**MATERIAL  
EFFICIENCY**



Hold the QR code in the camera and  
learn all the details about this topic.

**Targeted development allows us to  
produce better packaging with less  
material and resources.**

To replace plastic with other packaging materials would require a multiple of resources. At the same time, we are working to further reduce our material consumption and continuously improve the technical functions of our packaging. Since 1990, our products have therefore become 40% lighter. For example, we use fewer raw materials in production and reduce the ecological footprint in transport and logistics.

**Most plastic packaging is not recyclable.**

Everybody says that!

**That's just not right.**  
In your own interest,  
all Jokey packaging is  
100% recyclable.

**100%  
RECYCLABILITY**



Hold the QR code in the camera and learn all the details about this topic.

**We avoid packaging made of different material components and thus ensure 100% recyclability.**

If a package consists of many different materials, recycling becomes difficult. It is important to us that our plastics and decorations are 100% recyclable. This is why Jokey packaging is mainly made of polypropylene. This material is ideal for recycling. This means that all Jokey packaging can be recycled completely and several times without any loss of technical quality.

Often, leftovers remain in the packaging, which cannot be removed—this is also garbage.

That's clear, isn't it?

**Yes, that's right.**

That's why we design our products so that the contents are completely usable and removable.

**FULL  
DRAINABILITY**



**Practically to the last: The well thought-out design makes it possible to remove the contents virtually without leaving any residue.**

The lid can be removed from all Jokey packaging. This means that the product can be used up to the last gramme. The practical design thus avoids remaining products that would otherwise have to be washed out and disposed of in the recycling process at great expense. In this case too, Jokey packaging offers the best conditions for simple and high-quality recycling.



Hold the QR code in the camera and learn all the details about this topic.

**Plastic packaging is  
for single use only.**  
Right?

**Wrong!**

Especially because the practical and stable design makes sense, many Jokey packages live a “second life”.

SECONDARY USE



Hold the QR code in the camera and learn all the details about this topic.

**The advantage of reliability and versatility: Many of our products do not end up directly in the collection of recyclables, but in a new field of application.**

Jokey Eco Design tries to achieve high functionality and efficiency with the lowest possible environmental impact. Jokey packaging is robust, can be completely emptied and reliably resealed—in one sentence: it is extremely practical. This is why they are often used for a new purpose within a wide range of tasks, depending on their actual purpose, and areas of private everyday life.

**It's your turn!**

Garbage doesn't get into the sea by itself.



**Plastic packaging from Jokey is sustainable.**

Most of the marine waste originates from waste water, leaching from landfills, tyre abrasion, peelings, illegal disposal in the countryside and at sea, and tourism. Indirectly, rivers and floods carry floating garbage into our oceans. It does not belong there! Plastic packaging is a valuable material that can be processed into new products after use.

**What can you do?**

Use plastic packaging and everyday consumer goods and ensure that they are collected and recycled after use. And perhaps you will pick up waste that someone else has produced or take part in collection campaigns.

**Taking part is so easy and worth it: for a clean natural environment in which we all enjoy living.**



THERE IS NO  
QUESTION LEFT  
UNANSWERED.

**Just contact us!**

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