

# Jokey Eco Concept

Sustainable packaging design  
for plastic packaging.



Packaging  
Technics  
Individual  
Spa





## Jokey Eco Concept **Verifiably sustainable.**

When developing our packaging, we pay great attention to ensuring maximum sustainability throughout the entire product life-cycle. Thanks to our experience and our excellent technical equipment, we are able to create ecological, functionally trend-setting packaging designs.

Jokey stands for packaging solutions which enable us and our customers to combine business success with a responsible attitude towards people and the planet.

### **Plastic Packaging and Ecology – a Contradiction?**

No, because Eco Design is defined as the highest possible benefit combined with the smallest possible impact on the environment. Plastic packaging more than meets these criteria.



#### **Product Protection**

Plastic packaging reduces food waste in trade. And with non-food products items it also avoids losses during transport and storage.



#### **Consumer Protection**

Plastic packaging protects products against spoilage or damage, it ensures quality and hygiene. Tamper-evident seals protect against product theft and counterfeits. UN hazardous waste packaging protects the environment from toxic or easily inflammable contents.



#### **Material Efficiency**

Compared to 1991, plastic packaging today is more than 25% lighter. At the same time its performance was also increased. To replace plastic with other packaging materials, four-times as much replacement material would need to be used.<sup>1)</sup>



#### **Usability**

Today in Germany nearly 100% of household packaging is used. 56% of this is materially recycled and reused as secondary raw materials. Just 20 years ago the recycling rate was about 3%.<sup>2)</sup>

Sources:  
 1) Gesellschaft für Verpackungsmarktforschung, Verpacken ohne Kunststoff, 2004  
 2) Gesellschaft für Verpackungsmarktforschung, Recycling, 2015



### **ThinWall Technology**

Increasingly thin. Increasingly efficient.

One of our main goals is to save materials. Thin wall packaging uses fewer raw materials and reduces our ecological footprint in logistics and transport. Since the early 1990s we have been able to reduce the operating weight by more than a third. At the same time, we have been able to satisfy our customers' increasing demands for functionality. Jokey packaging is not only becoming increasingly thin, it's also increasingly stable, break-proof, user-friendly, and attractive.

### **100% Recyclable**

Packaging becomes packaging again.

We place great importance on the fact that the plastics and the decorations we use are 100% recyclable. Jokey packaging is produced from homogeneous polyolefins, primarily polypropylene or polyethylene. Polyolefins are particularly suitable for recycling. Jokey packaging can be used completely in the material cycle and can be reused as recyclables without losing relevant technical quality.

### **Completely Drainable**

Ideal for the liquidation process.

All Jokey packaging includes a removable lid. Your customer can use the product to the very last drop. This not only helps you, the manufacturer, to meet the requirements for consumer protection, but it also facilitates the processes in the recycling chain, since left-over material in packaging generates high technical expenses and increases the cost of the recycling process.

### **Secondary Raw Materials**

Recycling packaging for non-food products.

Paint, building materials, chemicals, and other non-food products can be packaged just as well and securely in our recycled packaging as in new plastic. The grey recyclate buckets can be appealingly enhanced using digital printing and all options of In-Mould-Labeling processes. As well as recyclables, we also use reprocessed production waste or 'recyclates' from our own production.



### **Physiologically Safe**

Tested additives and ingredients.

In the production of our packaging we exclusively use additives which meet the requirements of Commission Regulation (EU) No. 10/2011 as well as the legal provisions of Regulation (EC) No. 1935/2004. The materials are tested in an accredited laboratory regarding their conformity as well as food safety. All materials are only used in production after a positive test report.

### **Biopolymers**

Packaging from sustainable biomass.

Jokey will use only biopolymers from sustainably produced biomass and with internationally recognised certification. We are happy to check whether a biopolymer can withstand the demands of your products and processes. Please call us for further information.

### **Reusage**

More than just packaging.

Jokey packaging is robust, completely drainable, and reliably resealable. If the product is used up, the packaging can be made further use of in various fields of application. Reusage offers your customers attractive added value. And it reminds them of your brand each time they reuse it – the most important factor for repeat purchases.



### **An Issue of Recycling**

Plastic packaging must be recycled.

The Jokey Eco Concept proves: sustainable plastic packaging is possible. On one condition: After use, emptied packaging is to be returned to the material cycle and not to be thrown away randomly. It is a valuable raw material. In industry associations and bodies, the Jokey Group is committed to the goal of developing plastic packaging more efficiently and more environmentally friendly and of promoting the establishment of functioning recycling systems worldwide.





### 360° Responsibility

Sustainability at the Jokey Group.

As a family company, we think long-term and with conscientiousness. Sustainability is firmly established in our company values. It involves all areas of our company policy – from the development of resource-saving packaging systems, to energy-efficient production and construction techniques, to our social engagement and our role as a reliable and future-oriented business partner and employer.



## Get in touch!

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