

DIGITAL Watermark

For better sortability and a functioning circular economy

WHY?

Circular economy - that's our mission behind the HolyGrail 2.0 initiative. Together with many partners, we are developing a smart packaging design that takes the sortability and traceability of disposed plastic packaging to a new level.

SUSTAINABLE!

The "digital watermark" integrated into the whole packaging allows the machines in the sorting plants and the end consumer to find out more information about the packaging via an app using their smartphone. In this way, sorting plants can differentiate between food packaging and packaging for chemicals, for example, and sort them according to their intended use. In the future, this should allow the production of food-grade plastic granules from mechanically recycled material. The aim is to be able to use the recycle for food packaging.

SORTED BY TYPE THANKS TO FULL-SURFACE MARKING

In addition to the proven and superior quality of our injection molded packaging, you profit from further advantages:



Invisible code with packaging information



Supporting the circular economy



Code can be inserted in the print image or over the full surface



Ensuring the purity of the recycle



Also readable if damaged, pressed and altered



Code also readable by the end consumer via app

BRANCH

Universal use

DESIGN

Your desired article geometry can be developed individually.

STRATEGY / CAUSE

- ✓ Improved sortability
- ✓ Food grade recycle quality
- ✓ Support of the circular economy



Your contact to us

Are you interested in our sustainable packaging solution? Contact us by mail at sales@spies-packaging.com or directly by phone: **+49 5422 9411-0**