



# Plenary Session 3 Conclusions

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# Opportunities and challenges of new materials: the example of Opaque PET in France

- Opaque PET : an innovation for long shelf life milk packaging (25% weight reduction and process efficiency improvement vs HDPE bottles) and for masking the product in the non food sector. Result: +4kt opaque PET in France between 2012 and 2016
- French market figures in 2016: 10kt of opaque PET vs 450 kt of plastic bottles (only 2.5%). In the dark PET stream, opaque PET packaging represent 12% in average, with peak over 15% - with a negative impact on recycler's process and profitability, especially with oil prices below 50\$
- Political debate arising between those advocating for strengthening opaque PET recycling (packaging converters, retailers and waste operators) and those advocating for malus (recyclers, NGO and French government) in order to stop profit reduction for current recyclers
- Solution proposed by Eco-Emballages : no bonus or malus but thorough action plan in order to improve the amount of opaque PET in current outlets and if it's relevant, create new and high value applications with an autonomous and profitable recycling scheme for opaque PET

## Conclusions

- In the past *long lifetime* products focused on Lightweighting (e.g aircrafts) whereas *short lifetime* products (e.g packaging) focused on recycling
- The segmentation has now evolved to be between *high volume* products where the focus is on design for disassembly and high value recycling and the *small volumes* where the focus is on design for easy upgrades and retrofit
- Strong partnership with stakeholders all along the value chain is needed in order to combine materials efficiency and value creation
- Need to move from Regulation or Market to Regulation and Market