

Sustainability

# PACKAGING SHAPED BY THE FUTURE

[www.rose-plastic.com](http://www.rose-plastic.com)



# SUSTAINABLE PACKAGING



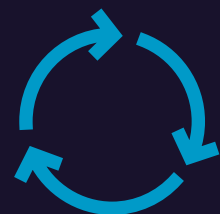
## ROSE PLASTIC PACKAGING.

Protecting products,  
preserving resources.

## REDUCE



## REUSE



## RECYCLE



### A PERFECT FIT — NO EXCESS AIR.

A range of sizes minimizes  
unnecessary empty space.

### LIGHTWEIGHT, STRONG PROTECTION. LESS MATERIAL AND CO<sub>2</sub>.

Efficient for the product,  
good for the planet.

### MORE VARIETY. LESS PACKAGING,

Optimizes resources,  
storage, and transport.

### EASY OPEN, EASY CLOSE.

Reusable and safe  
to handle.

### 100% RECYCLED. RESOURCE WITH VALUE.

Save resources and prevent waste  
by using recycled materials in  
packaging.

### MONO-MATERIAL, EASY TO RECYCLE.

No additional barrier layers required.

### FROM WASTE TO VALUE.

Plastic is not a throwaway – used  
wisely, it becomes 100% recyclable.



# REDUCE ✦

Less is more. Much more.

Sustainability starts long before recycling – with the question: how much packaging does a product really need?  
Our answer: less – but better. Our intelligently designed packaging makes environmental protection simple and practical – with no compromises.

**LESS AIR, MORE PRODUCT**

Excess packaging? Not our thing – we're all about precise packaging, not wasteful excess. We use perfectly fitted solutions tailored to the product, meaning less air and more goods are transported – it doesn't get more efficient than that.

**PLASTIC SAVES WEIGHT**

Lighter goes further – with fewer emissions. Our lightweight plastic packaging reduces transport weight, cutting CO<sub>2</sub> emissions along the supply chain.

**EFFICIENT AND SAFE**

On average, this is how much packaging it takes to protect 1 kg of product:

Plastic	24 g*
Paper/Cardboard	51 g*

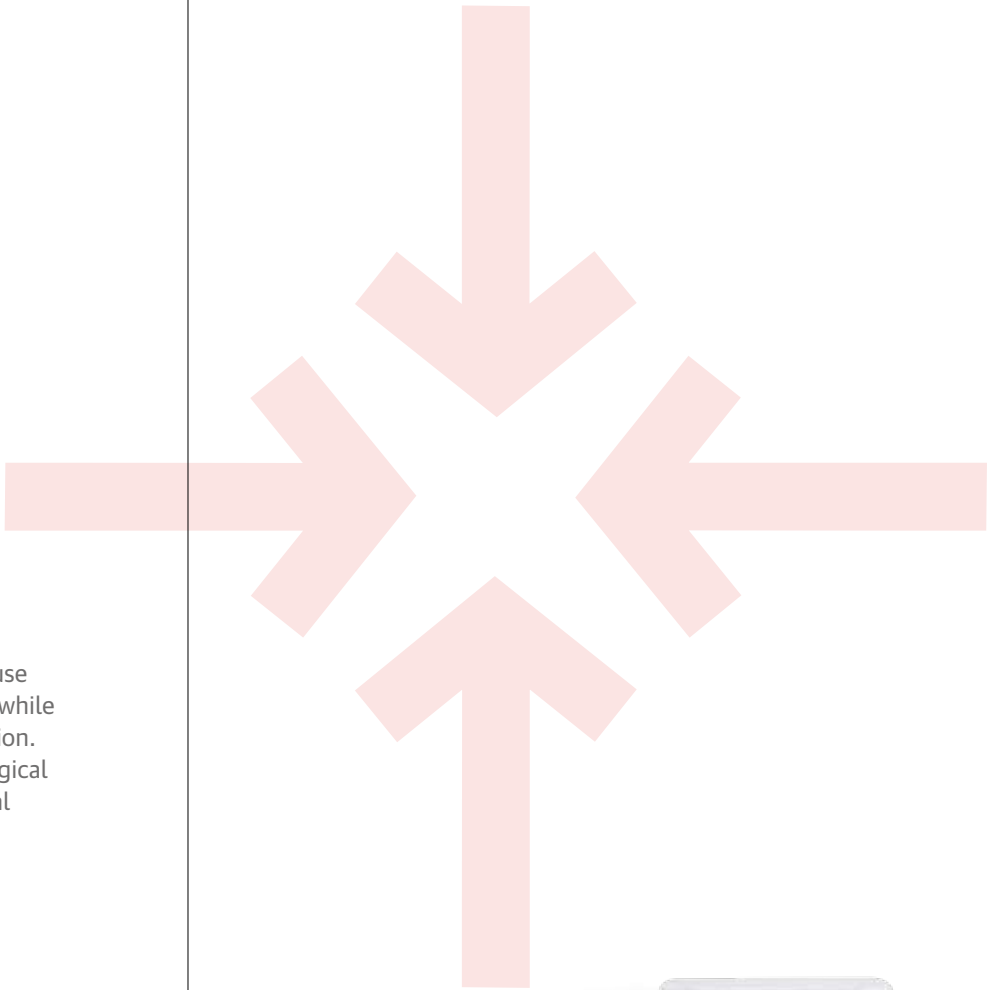
The numbers speak for themselves.

**SMART, NOT EXCESSIVE**

Our packaging is designed to use as little material as possible – while still providing reliable protection. This not only reduces its ecological footprint but also cuts material costs.

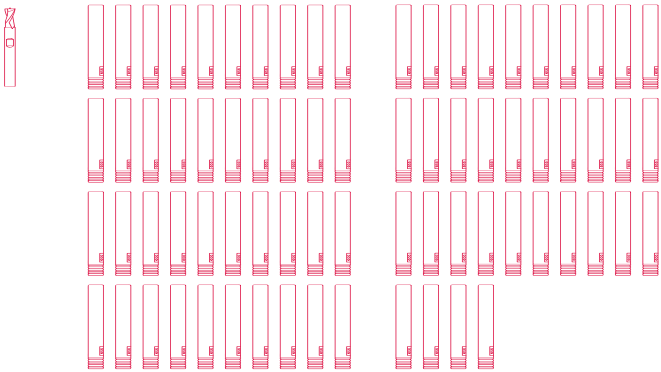
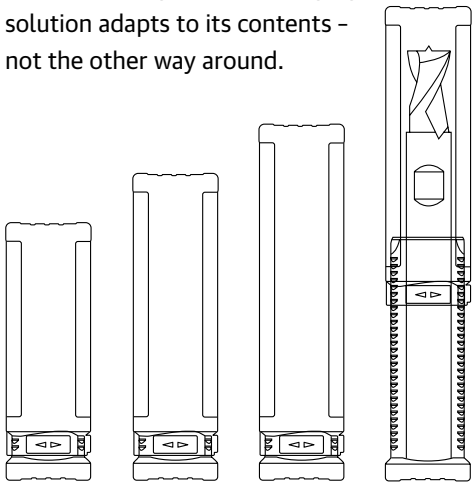
Less packaging doesn't mean less protection. On the contrary, it means greater efficiency, lower costs – and an active contribution to climate protection.

\*Private end consumption / Source: GVM 2023

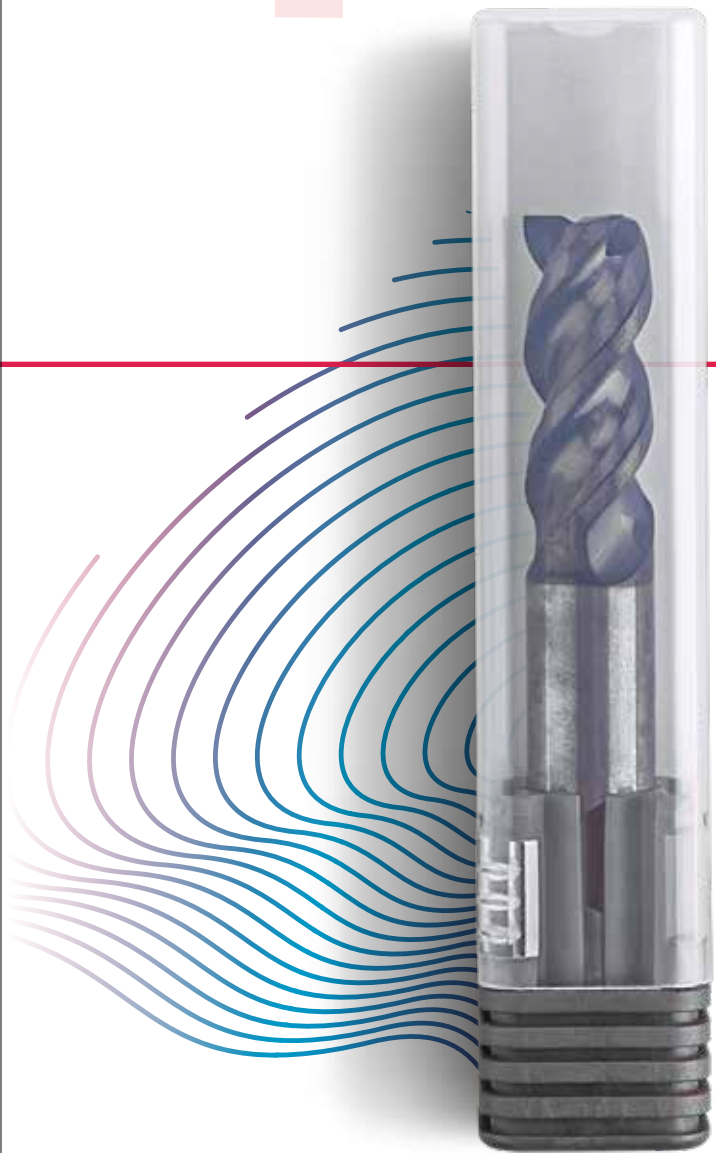


**A PRIME EXAMPLE IS OUR BLOCKPACK**

With over 350 possible combinations plus adjustable length, this packaging solution adapts to its contents – not the other way around.



If tools are damaged due to inadequate packaging, the costs can be steep – for your business and the planet: One solid carbide cutter has the same carbon footprint as 74 of our TopPack packaging tubes. The takeaway? Good packaging protects more than just the product!

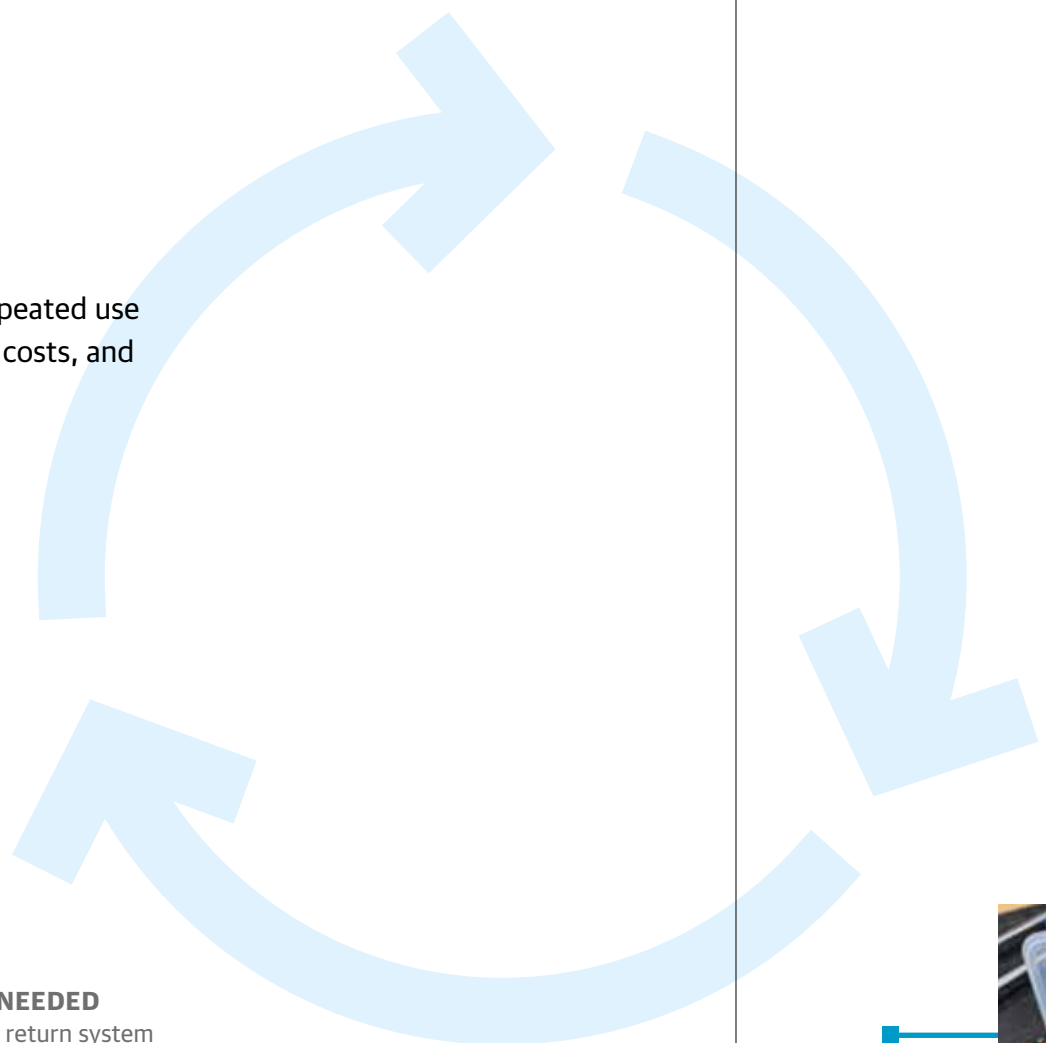




# REUSE

Reuse, don't waste.

True sustainability goes beyond single use. Designed for repeated use with no extra steps, our packaging saves resources, lowers costs, and adds flexibility in storage and production.



**PACKAGING THAT GOES THE DISTANCE**  
Our reliable packaging solutions open easily and close securely – every time. Perfect for interim storage, in-plant transport, or the next tool change.



**RIGHT WHERE IT'S NEEDED**  
At first glance, a centralized return system may seem like a good idea – but logistics and reprocessing would require more resources than producing new packaging. A more sustainable approach is to reuse packaging right where it's already in use.



**PRACTICAL IN EVERYDAY OPERATIONS**  
No matter if in storage, on the way, or in production – reusing our packaging is effortless and smart.



**BUILT TO LAST**  
rose plastic packaging stands up to heavy use, time after time. It stays strong, functional, and protective – naturally extending its lifecycle.



**MORE THAN MEETS THE EYE**  
What starts out as packaging quickly becomes a storage box, organizer, or even a transport solution for small parts. Our motto? First pack it, then reuse it.



**REUSABLE BY DESIGN**  
We design our solutions to be reusable – from the first sketch. That means paying attention to details like stackability, durable materials, and practical shapes, so our packaging keeps working for longer.



### PPWR

#### New rules, clear direction

With the new Packaging and Packaging Waste Regulation (PPWR), the EU is setting the course for a more sustainable closed-loop economy. Less waste, more recycling, and clear information on every package – the first requirements must be met by 2026 at the latest.

By 2030, all packaging must be recyclable – and fully transparent with regard to its contents. The manufacturer, material, recycled content, and reusability – all of this must be clearly visible on the packaging.

For rose plastic, this isn't a challenge – it's home turf. We've always developed our packaging with foresight: reusable, robust, and ready for any labeling requirements.

**For our customers, choosing our solutions today means being ready for tomorrow.**



# RECYCLE

## From packaging waste to climate champion.

To us, packaging is never disposable – it's part of a functioning material cycle. That's why we design solutions that are fully recyclable, whether from virgin plastic or recycled material.

### MONO-MATERIALS ARE OUR STRENGTH

Many of our packaging solutions are made entirely from one type of plastic – such as HDPE or PP. These materials have stable recycling streams and can be easily reused.

### EXTRA PROTECTION? NO NEED.

Our plastics don't need additional barrier layers. They're naturally resistant to moisture as well as oil- and grease-repellent, making recycling much easier.

### DESIGN FOR RECYCLING

We design our packaging to be made from a single material or to be easy to separate. This makes efficient recycling possible and keeps resources in circulation over the long term.

## A circular path, not a one-way street.

Plastic isn't a throwaway product – not when it's used the right way. That's why we already offer packaging made from 100% recycled material. In close collaboration with our customers, we've successfully converted many packaging lines to recycled material.

### 100% RECYCLED? NO PROBLEM.

Our packaging offers reliable protection – even when it's made entirely from recycled material. Same quality, same performance.

### LESS CO<sub>2</sub>, MORE IMPACT

Using recycled material can cut CO<sub>2</sub> emissions by up to 70% compared to virgin material\* – a clear win for the environment and the climate.

### USE RESOURCES, DON'T BURN THEM

What is materially recycled does not end up in landfills – and it doesn't go to incineration either. This keeps plastic in the loop and preserves valuable raw materials.

### Good to know

Compared to packaging made from virgin material, products made from recycled material may have slight visual differences, such as small inclusions or a bit more stress whitening. A faint, characteristic odor is also possible.



Not all recyclates are the same. Our packaging offers the right material for every requirement.



# DESIGN

Creative designs made easy.

Our packaging combines smart functionality with a wide range of design options. The result? Solutions that not only offer effective protection but also look great.

## ROOM FOR EVERYTHING THAT MATTERS

Labels, barcodes, QR codes, contact details, and more – our packaging designs include plenty of space to ensure all essential product information is clearly visible.

## CUSTOM DESIGNS

Recycled material doesn't have to be dull – far from it! Our packaging solutions can be tailored exactly to your specifications. Whether simple, bold, or intricately creative, almost anything is possible.

## ADD A SPLASH OF COLOR

Gray can be stylish, but sometimes you want more. On request, we can supply our recycled packaging in select colors – ideal for creating a distinctive brand presence.

## Good to know

Under the PPWR, producers placing packaged products on the market must provide extensive documentation – we're happy to support you with all the required information.

## POWERFUL PRINTING

When it comes to package printing, recycled material performs just as well as virgin plastic. Logos, slogans, and sustainability information can be applied with ease, ensuring your product makes the right first impression – every time.



Our recycled-material products carry the "Blue Angel" eco-label





#### **SHORT DISTRIBUTION PATHS**

We send our expertise around the world, not our products — thanks to our 5 production sites worldwide. This global presence means we can avoid international shipping, saving not only time but also unnecessary CO<sub>2</sub> emissions.

## **Packaging with vision. For over 70 years. From rose plastic.**

**For us, sustainability isn't just a goal – it's part of our identity. For more than 70 years, we've thrived as a family-run business, guided by the belief that lasting success only comes from acting responsibly.**

We think in terms of generations, not fiscal quarters. That's why we rely on modern, resource-efficient technologies, continually work to improve efficiency and expand our in-house energy generation, and use raw materials responsibly.

Our sustainability strategy spans environmental responsibility, social commitment, and ethical corporate governance. It's not an afterthought – it's embedded in everything we do. With five production sites worldwide, we remain close to our customers and keep our delivery routes short – another contribution to increased sustainability.

#### **SIGNED AND SEALED**

Certifications such as ISO 14001 (environment) and ISO 50001 (energy) show that we don't just talk about taking responsibility – we turn this into measurable actions.

#### **SUSTAINABILITY ONLINE**

Want to find out more about our projects? Then feel free to visit our Sustainability page.

