

Collaborating with Remia and Geostick to meet recycling guidelines and reduce EPR fees

As brands strive to improve packaging recyclability and prepare for evolving requirements such as the EU Packaging and Packaging Waste Regulation (PPWR), design-for-recycling decisions are becoming increasingly important. For brands, these decisions can also have a direct financial impact. In the Netherlands, Verpact manages the guidelines and extended producer responsibility (EPR) fees for packaging, with lower fees available when packaging meets certain recycling guidelines.



When new guidelines for rigid polypropylene (PP) packaging called for labels to release from the packaging during the cold-wash PP recycling process, food manufacturer Remia and its label printer Geostick faced a challenge. Remia wanted to improve the recyclability of its packaging in line with those requirements, but this type of label solution was not yet available on the market.

Together with Avery Dennison, they set out to develop and test one.

The challenge

Verpact had introduced new recycling guidelines and a test protocol for rigid PP packaging in the Netherlands. Under its fee modulation system, meeting the relevant criteria could help brands such as Remia reduce the EPR fees associated with their packaging while supporting efforts to improve packaging recyclability.

The new guidelines called for a cold-washable PP label. In simple terms, the label needed to release from the rigid PP packaging during the recycling process.

Remia's existing label construction did not meet the new releasability requirements. Some low-temperature wash-off solutions were available on the market, but none met both Remia's requirements for food applications and the relevant Verpact guidelines.

To address the challenge, Geostick reached out to Avery Dennison, bringing the three companies together to collaborate on a solution that could meet the recycling criteria while maintaining the performance required for Remia's food packaging.



For us, the priority was to find a label solution that could meet the relevant Verpact requirements, help reduce EPR fees and, crucially, work on our existing packaging and production lines. By working directly with Geostick and Avery Dennison, we were able to develop and test an alternative for the application.

René van Rijn
Purchaser, Koninklijke Remia

Open communication between Remia, Avery Dennison and Geostick was important throughout the project. Each party brought different expertise, and that collaboration helped us move from the initial challenge to a material that met the relevant Verpact requirements.

Niels Stegehuis
Account Manager, Geostick

The solution

First, Avery Dennison evaluated bottles supplied by Remia to determine the specifications critical to label releasability.

Following a series of pilot trials and testing of several new adhesive prototypes at the Avery Dennison recycling laboratory, Avery Dennison developed a white AD CleanFlake™ PP60 film label with S7410ER adhesive.

Switching materials often demands heavy capital investment, but this collaboration prioritized operational efficiency. The new material was tested in the full value chain: Geostick assessed the material for printability and printed the labels. Remia then applied them to its rigid PP packaging and prepared the packaged samples for testing at the National Test Center for Plastics (NTCP).

The three companies worked in close collaboration, sharing results and feedback throughout the process.



The results

NTCP testing showed label release percentages well above the applicable threshold. The solution received Verpact approval for the “Good recyclable” label for rigid PP bottles in terms of cold- and hot-water washability. This made the label solution developed by Geostick and Avery Dennison the first to release under the new test procedure, and the Remia rigid PP bottle configuration the first to receive approval under the new PP protocol.

The approved solution also qualifies for a reduction in EPR fees of 0.10€ per kg of packaging by meeting the relevant Verpact recycling requirements.

Application testing at Remia confirmed performance equivalent to the existing product. Remia could also process the new material on existing production lines without reorganization or additional cost on existing equipment.

This project began with a clear commercial and technical challenge. By working with Geostick and Remia, we developed a label solution that met the relevant design-for-recycling requirements while maintaining the application performance Remia needed.

Mariya Nedelcheva
Marketing Manager, Film, Avery Dennison

About AD CleanFlake™

AD CleanFlake ensures that both the label and adhesive are cleanly removed from the package during recycling, allowing more of your PET and HDPE packaging to be converted into high quality recycle for use in new packaging. This helps reduce the volume of material diverted to downcycling or incineration. AD CleanFlake can be applied to many kinds of packaging across a variety of sectors, including food and beverage, home and personal care, and beauty.

[Learn more](#) about AD CleanFlake technology or [get in touch](#) with our labeling experts to discuss your packaging application.

Facing changing recycling guidelines and EPR requirements?

Let's collaborate to assess potential opportunities for your business by using Avery Dennison products. We can work together to provide the information needed to build a data-backed business case for packaging optimization. [Contact](#) an Avery Dennison expert to assess your packaging portfolio.

About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company. We are Making Possible™ products and solutions that help advance the industries we serve, providing branding and information solutions that optimize labor and supply chain efficiency, reduce waste and mitigate loss, advance sustainability, circularity and transparency and better connect brands and consumers. We design and develop labeling and functional materials, radio-frequency identification (RFID) inlays and tags, software applications that connect the physical and digital and offerings that enhance branded packaging and carry or display information that improves the customer experience. Serving industries worldwide — including home and personal care, apparel, general retail, e-commerce, logistics, food and grocery, pharmaceuticals and automotive — we employ approximately 35,000 employees in more than 50 countries. Our reported sales in 2025 were \$8.9 billion.

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