First issue

Sustainable Packaging Guidelines

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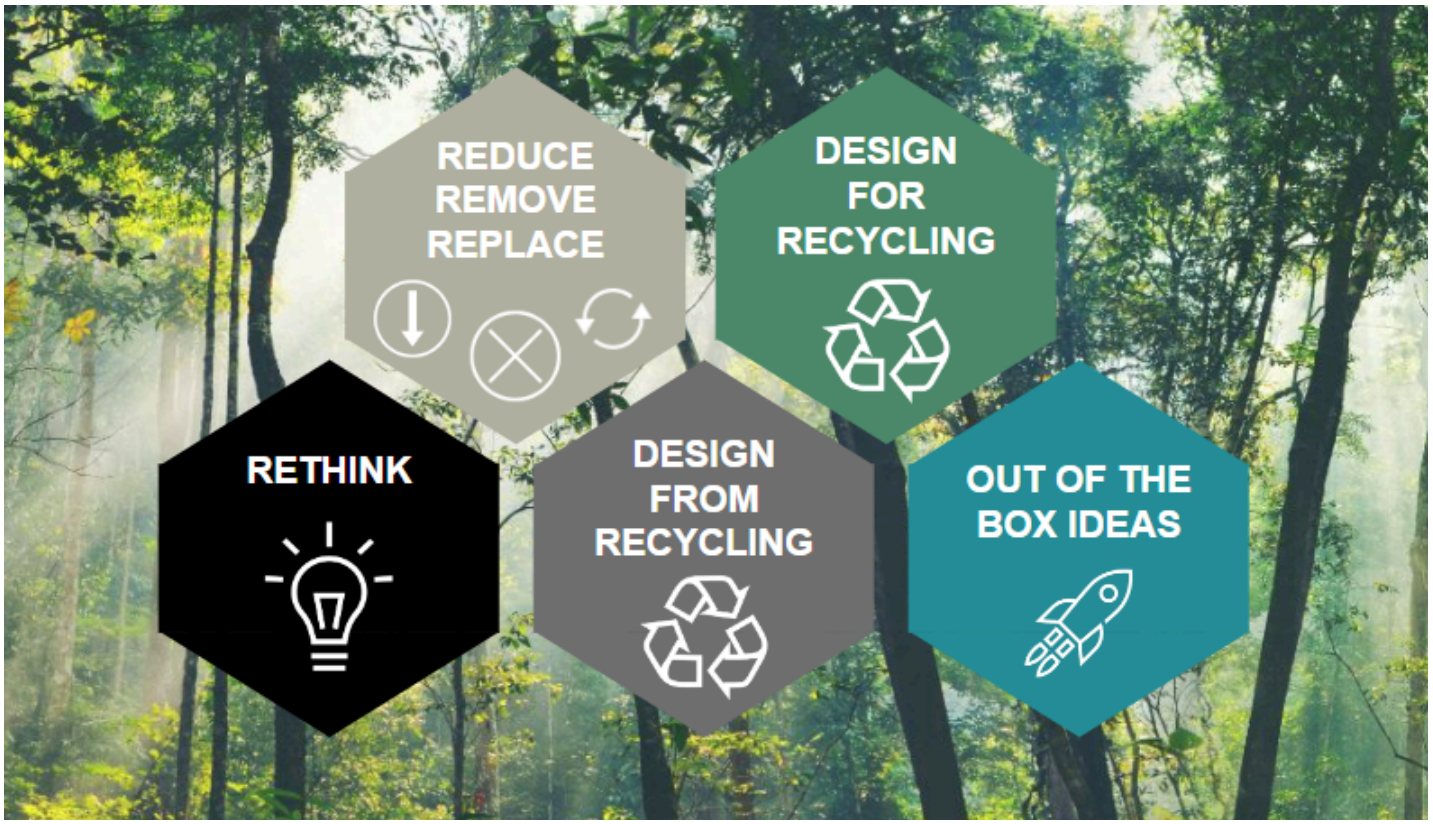
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Technical responsibility: CM; TOM-P / Corporate Sustainability Management; Packaging Development
Department: TRS-M / ksr / 5133

Introduction

Sustainable Packaging Guidelines at Kärcher

As a globally active company, Kärcher is aware of its responsibility when it comes to sustainability. This also includes the sustainability of our packaging. With our Packaging Sustainability Strategy which is embedded in our overall Sustainability Strategy 2025, we take that responsibility and want to make a decisive contribution to a more sustainable future.

Our strategy is based on the concept of the circular economy and focuses on materials from sustainable sources and closing the cycle with intelligent designs. Our five principles to achieve the packaging sustainability goals are:



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Purpose of the document

The intention of the KN 050.021 is to set guidelines and give guidance for the design of packaging material used for Kärcher parts and products.
Based on our Packaging Sustainability Strategy this document therefore includes all relevant guidelines for the different types of packaging.

Regardless of this guideline, the directive 94/62/EC "Regulation of the European parliament and of the council on packaging and packaging waste, amending Regulation (EU) 2019/1020, and repealing" must be observed. If you have any questions or feedback, please contact the following e-mail address: packaging@karcher.com.

Explanation of rating logic

To give guidance for the different packaging solutions this document is using a traffic light rating system:



- Green: Preferred packaging solution.



- Yellow: Packaging solutions that should be avoided when possible.



- Red: Prohibited packaging solutions. Before usage permission has to be obtained.

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Specific Guidelines

General guidelines

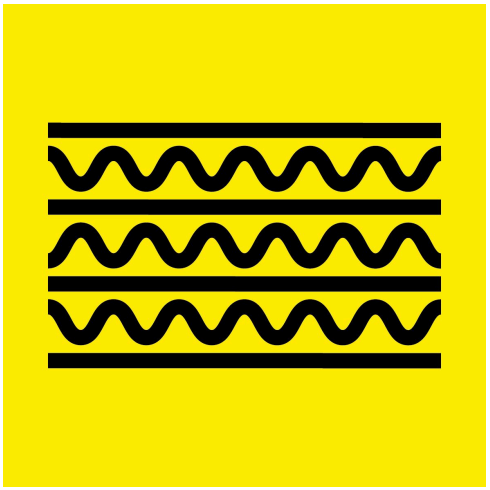


✓	• All packaging materials must be labeled/printed with the international recycling symbol • Minimum use of material • Use of recyclable material* • Use of recycled material • Water-soluble adhesives • Paper based packaging
⊖	• Plastic packaging
✗	• Use of non recyclable materials* • Use of materials competing with food production • Non-water-soluble adhesives

* according to the German Minimum standard, in its currently valid version (https://www.verpackungsregister.org/en)

Packaging material guidelines

Paper based packaging



✓	• Recycled content >80% • Recyclable material* • FSC • Material with coating <5 µm*
⊖	• Recycled content <80%
✗	• Material with coatings >5 µm* • Plastic Coating • Metal pigments

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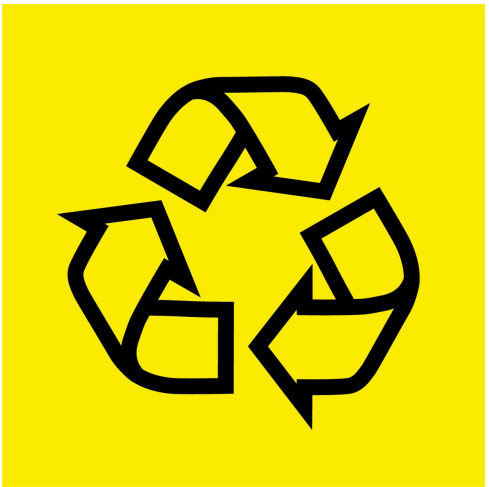
* according to the German Minimum standard, in its currently valid version (https://www.verpackungsregister.org/en)

Wooden packaging



✓	• IPPC / ISPM 15 • FSC
⊖	• Plywood Pallets
✗	• Pressed wood pallets (INKA Pallets) • Pallets with any metal and plastic content (e.g. Düsseldorf Pallet)

Plastic packaging



✓	• 100% Recycled content (Post Consumer) • Recyclable material* • Transparent material
⊖	• Recycled content >50% (Post Consumer)
✗	• Non recyclable material* • Black colored material • Recycled content <50% (Post Consumer) • Recycled content (Post Industrial) • Virgin plastic material • Post Industrial Recycled content

* according to the German Minimum standard, in its currently valid version (https://www.verpackungsregister.org/en)

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Bio based packaging**



✓	• Proven and certified biodegradable/compostable material
⊖	• Biodegradable/compostable material
✗	• Not biodegradable/compostable • Use of materials competing with food production

**the usage of bio based packaging materials need to be approved by Kärcher

Packaging component guidelines

Cardboard

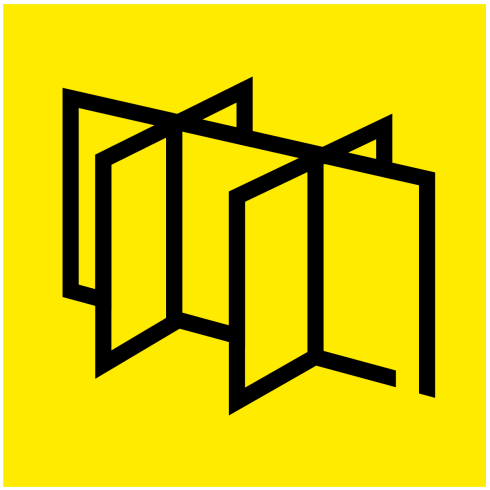


✓	• Partially/not printed • Recycled content >80% • Material with coating <5 µm*
⊖	• Recycled content <80% • Stitched / stapled • Printed all over
✗	• Material with coatings >5µm* / not compostable

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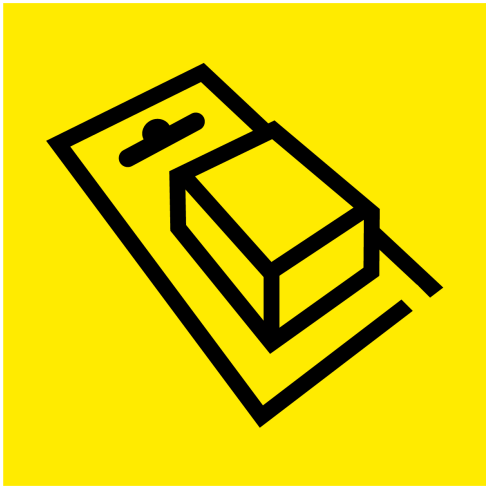
Inlays



✓	• Use of recyclable material* • Cardboard • Pulp • Paper based materials • Recycled content >80%
⊖	• Recycled content <80%
✗	• Use of not recyclable material* • Expanded plastic materials (e.g. EPS/EPP/EPE) • Composite materials (e.g. EPE/corrugated cardboard) • All foamed materials

* according to the German Minimum standard, in its currently valid version (https://www.verpackungsregister.org/en)

Rigid / Semi-Rigid Packaging



✓	• Use of recyclable material* • Cardboard • Paper based material
✗	• Use of not recyclable material* • PET Blister

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Flexible packaging materials***

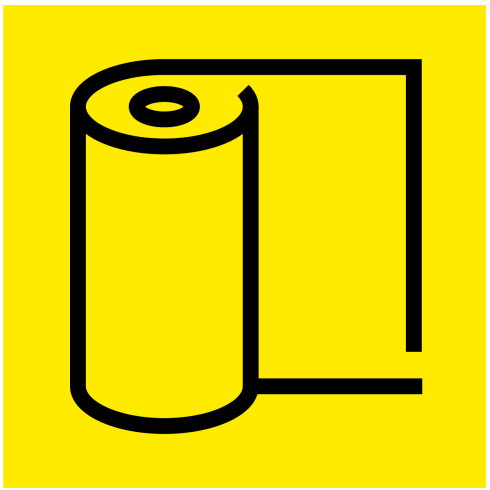


✓	• Paper based material • Use of recyclable material* • Mono material • Recycled content 100% (Post Consumer)
⊖	• Recycled content >50% (Post Consumer) • Coated and impregnated films or papers <1,5% (DIN EN 643)
✗	• Use of not recyclable material* • Recycled content <50% (Post Consumer) • Recycled content (Post Industrial) • PVC, PA material • Foamed bags • Composite material (e.g. paper with plastic/foams) • Multilayer material • Metal foils • Coated and impregnated films or papers >5%

* according to the German Minimum standard, in its currently valid version (https://www.verpackungsregister.org/en)

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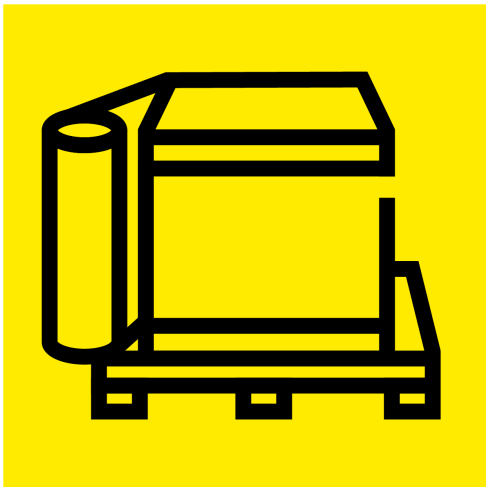
Filling and cushing materials



✓	• Paper based material • Use of recyclable material* • Recycled content 100%
⊖	• Recycled content >50% • Bubble wrap made from mono material
✗	• Use of not recyclable material* • Recycled content <50% • Recycled content (Post Industrial) • 2K foams • Bubble films made from composite materials • All packaging filling chips • Upholstery materials made from EPS

* according to the German Minimum standard, in its currently valid version (https://www.verpackungsregister.org/en)

Materials for securing loads



✓	• Use of recyclable material* • Paper strapping • Stretch films as thin as possible • Paper edge protectors
⊖	• Plastic strapping • Plastic edge protectors
✗	• Use of not recyclable material* • Metal tapes • Shrink films

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Other packaging materials



✓	• Carrying handles made of paper • Adhesive tapes made of PP • Stickers/labels made of paper
⊖	• Stickers/labels made of PP
✗	• Plastic carrying handles • PVC adhesive tapes • Stickers/labels made of PVC

Printing inks/lacquers for packaging



✓	• Water-based printing inks/varnishes (according to EuPIA guideline)
✗	• MOSH/MOAH limit value***

***according to French Decree No. 2020-1725

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Plastic bottles



✓	• Minimum use of material • Use of recyclable material* • Recycled content >50% (Post Consumer)
⊖	• Recycled content <50% (Post Consumer)
✗	• Use of not recyclable material* • Recycled content (Post Industrial)

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Other applicable standards and documents

KN 050.018	Packaging Guidelines
KN 050.055	Printing Guidelines
KN 056.002	Delivery and packaging specifications for spare parts and professional accessories of Alfred Kärcher SE & Co.KG
KN 050.004	Packaging of electronic components

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