Digital Environmental Label

Immediately compliant with Law Decree 116/20

by Giunko
What is Junker digital environmental label

- Identification of the specific product from its barcode or a unique QR code
- Identification of the packaging components
- Identification of the packaging materials
- Geolocated identification of the right bin for each component
- + Sustainability & other info (optional)
Geolocation: how it works

On pack: No geolocation

This QR code read in **SALERNO**

Dematerialized:

This QR code read in **TURIN**

**Spray Can**
- Light packaging
- Aluminium ALU41
- Waste collection centre

**Cap**
- Light packaging
- Polypropylene PPS

Sorting rules valid in:
- Italy > Salerno (SA)

**Spray Can**
- Glass/Cans
- Aluminium ALU41
- Waste collection centre

**Cap**
- Plastic
- Polypropylene PPS

Sorting rules valid in:
- Italy > Torino (TO)
Why JUNKER

**Italian leader** – with the JUNKER. APP ([www.junker.app](http://www.junker.app)) – in management of disposal information for Municipalities and Waste disposal companies, to the benefit of every citizen (1800 Municipalities, 2,6 million users).

**Official environmental label** for the Italian tobacco industry thanks to UNINDUSTRIA (Philip Morris, Sigaro Toscano, Gizeh, Davidoff and many more).

**CEEV** *(Comité Européen des Entreprises Vins)* technical partner for U-label, European label with nutritional and environmental information for companies of the wine&spirits sector, with Federvini, UIV and other European partners.

**Official data supplier for CONAI** (Italian Packaging Association) and partner of COREPLA, CIAL, RICREA, ECOLAMP, BIOREPACK, COMIECO (national associations for waste fractions).
Unique benefits

Full compliance with Italian DLG 116/20 on environmental labeling.
IN FORCE FROM JANUARY 1°, 2023, FOR ALL COMPANIES DEALING WITH CONSUMER PRODUCTS

Best Practice acknowledged by CONAI.

High quality information on waste recycling and disposal, geolocated according to local rules for waste sorting, everywhere in Italy.

No risk of being fined or bad reputation for the company.

No mistakes made by consumers on new, peculiar kind of packaging: es. bioplastic, Tetra Pak, P22 with silicon, etc.
Junker numbers in Italy

1,8 million
Identified and classified products

500,000
Products suggested by users

60 million
Searches in app (since 2016)

2,6 million
Junker users in Italy
Digital Environmental Label: 3 tools to read it

You can access the Digital Environmental Label in 3 different ways:

a) Scan the **product's barcode** with Junker **app**, a tool for the circular economy widely used in Italy, adopted by many Italian **municipalities and waste disposal companies**, partnered with the national associations for waste fractions.

b) Dynamic **QR code** on the packaging, also for different products with the same packaging.

c) **iFrame** of the product label, **embedded in the client's website**.
OPTION 1

EAD by QRcode
Accessible everywhere, using any QR code reader

Try this QR code

Identification of the specific product from its barcode or a unique QR code

Identification of the packaging components

Identification of the packaging materials

Geolocated identification of the right bin for each component

+ Sustainability and other info (optional)
OPTION 2

EAD by barcode

Just put a short sentence next to the product’s barcode, to be read with Junker app, to obtain information on the disposal of all packaging components, with detailed and geolocated information for each product, in order to sort it correctly. Immediate compliance!

More case histories here: https://etichettambientaledigitale.it/archivio/news
OPTION 3

QR code for «product families»

A unique QR code for identical packaging

You have several products with different colours, tastes, fragrances, but the packaging is always the same? Since for environmental labeling you need to consider the packaging, and not the content, you can print the same QR code on all products with the same packaging.

Accessible everywhere, using any QR code reader
OPTION 4

The branded web app: a unique QRcode for all products

The same QRcode printed on all packagings opens a branded WEB APP. Try it:

1. **Read this QRcode and clic on the link.**
2. **A web app opens. Now you can scan any barcode (next slide).**
OPTION 4

Perfect solution for big Brands

Now, with the branded WEB APP read the barcodes of the registered products to see the complete and geolocated disposal info.
OPTION 5

**EAD: in your website, too**

You can embed your products' EAD inside the pages of your website, thanks to the iFrame issued by Junker.

*iFrame for products' waste disposal information*
Sustainability & other Info

Let’s fight greenwashing and inform customers about the sustainability of your products!

When the consumer scans a product’s barcode, he/she may be ready to purchase the product.

The Sustainability Info within EAD shows the company’s effort to make the product and/or its packaging more sustainable and can link to your website for further information (no advertising).
Junker personal area for clients

Upload your products autonomously

Image

Barcode

Product description (max 60 characters)

Products already in our database (examples to help fill in the fields)

Classification of packaging components and materials (choose the appropriate information from the drop-down menu)

Preview of the Digital Environmental Label of the product you are uploading (different colors and descriptions according to the Municipality dispositions)

Sustainability information about the product and/or its packaging (no advertising)
Information needed (from the producer)

- EAN code/barcode
- Product description
- Brand
- Product image
- Product composition: packaging + materials
- Optional: sustainability information

Example:
- **EAD**: 8001841310497
- **Name**: Fairy Platinum Active Power
- **Packaging components**: Cap - Plastic - PP5
  + Bottle - Plastic - HDPE2
Technical support
Customer care: 5 days a week

Technical and commercial support is available 5 days a week, for all clients, in Italian and English, via email and telephone.
Available in 12 languages

Italian
English
French
German
Spanish
Bulgarian
Chinese
Russian
Ukrainian
Romanian
Slovenian
Indications on the use of digital channels (IT)

Extract from the Linee Guida CONAI (IT):

- The **choice of channel** is entirely up to the company.
- For packaging intended for the final consumer, there must be **clear and easily accessible instructions** on how to obtain the mandatory environmental information, the so-called 'bridge' between the physical and virtual world.
- The "bridge" can be **an icon, a talking QR code, or an explicit message** that refers to a website or other digital channel.
- It is preferable to **avoid very long lists** of different types of packaging / product that the consumer has to scroll through to find the packaging / product of interest.
- It is preferable to **create a dedicated web page or space** for each package (or product), to which the consumer has direct access.
- **Further information** about packaging, whether of a regulatory or non-regulatory nature, is **allowed** (for example, sustainability information).
Communication to the consumer (IT)
How to do it: best practices by CONAI

<table>
<thead>
<tr>
<th>Packaging intended for the final consumer</th>
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<tbody>
<tr>
<td><strong>ON THE PACKAGING</strong></td>
</tr>
<tr>
<td>Put directly on the packaging indications on how to use the QR code, the website, or the mobile app to access the Digital Environmental Label.</td>
</tr>
<tr>
<td><strong>IN THE POINT OF SALE</strong></td>
</tr>
<tr>
<td>There can be informational spaces with indications on how to access the Digital Environmental Label (through which tool) directly on the point of sale, be it physical or virtual.</td>
</tr>
<tr>
<td>In case none of the above mentioned options is applicable</td>
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<tr>
<td>Indications can be made accessible through traditional and/or digital communication channels, with communication campaigns promoted by the companies and/or the industry associations.</td>
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</tbody>
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Environmental labeling of packaging - Normative updates and new digital solutions
EAD Clients

Some of our clients

EAD by Giunko is the best option for small packaging (es. tobacco, cosmetics, etc.) and small labels (es. wines, spirits) everywhere.

More clients here: https://etichettaambientaledigitale.it/clients
Contacts

JUNKER is powered by Giunko srl

https://etichettambientaledigitale.com/
https://junker.app
comunicazione@junkerapp.it

Our EAD was in the final three projects for the Italian Digital Agenda Award 2022

EAD was Best Digital Practice in CONAI competition 2022