Digital Environmental Label

**Immediately compliant with
Law Decree 116/20**

Junker

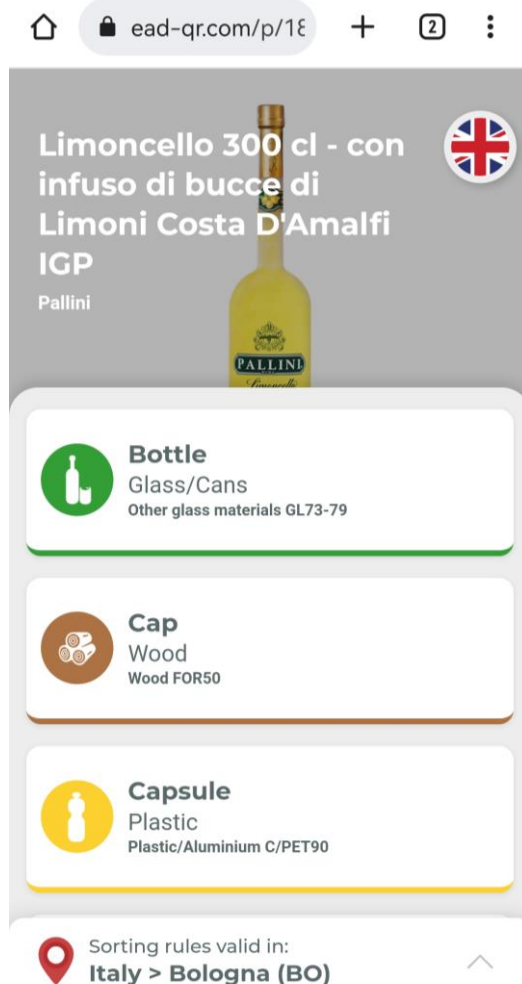by Giunko
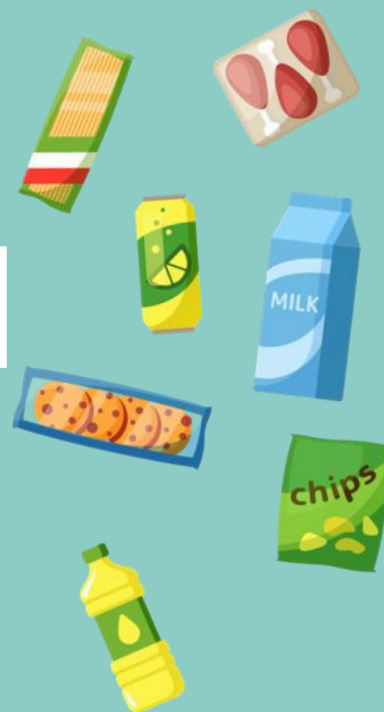
What is Junker digital environmental label

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

Salerno panel

Oribe Curl Shaping Mousse (175 Ml)
KAO Spa

Spray Can
Light packaging
Aluminium ALU41

Waste collection centre

Cap
Light packaging
Polypropylene PP5

Sorting rules valid in:
Italy > Salerno (SA)

Dematerialized QR

DIGITAL ENVIRONMENTAL LABEL · ÉTIQUETTE ENVIRONNEMENTALE NUMÉRIQUE · ETICHETTA AMBIENTALE DIGITALE ·

BY JUNKER

Turin panel

Oribe Curl Shaping Mousse (175 Ml)
KAO Spa

Spray Can
Glass/Cans
Aluminium ALU41

Waste collection centre

Cap
Plastic
Polypropylene PP5

Sorting rules valid in:
Italy > Torino (TO)

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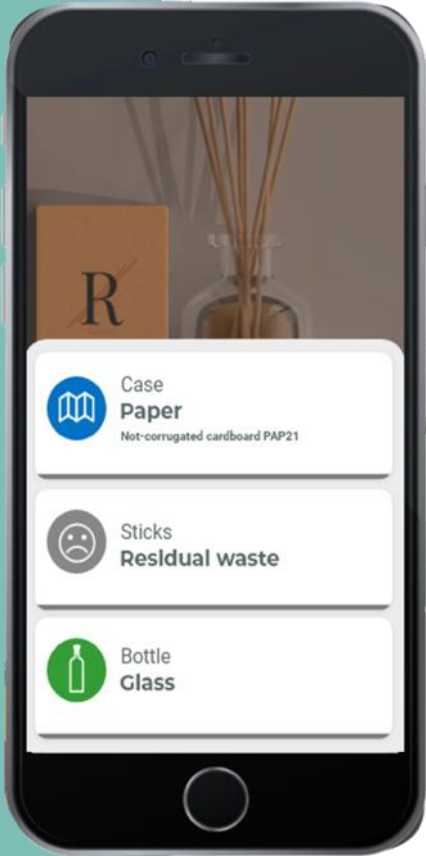
Italian leader – with the **JUNKER. APP** (www.junker.app) – in management of disposal information for Municipalities and Waste disposal companies, to the benefit of every citizen (**1800** Municipalities, **2,6** million users).

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.

Etichetta Ambientale Digitale

Junker

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.**

EAD by QRcode

Accessible everywhere, using any QR code reader
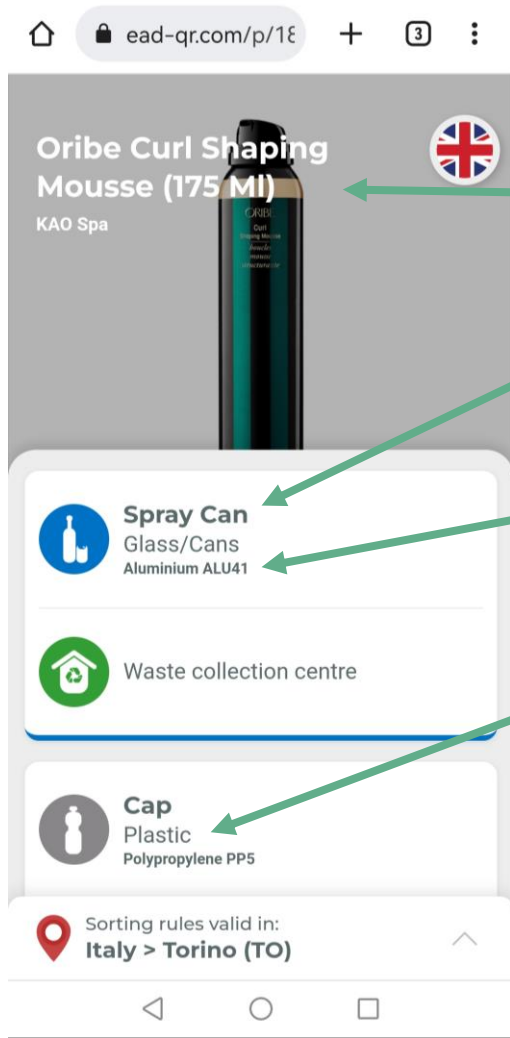
Etichetta Ambientale Digitale

DIGITAL ENVIRONMENTAL LABEL · ETIQUETTE ENVIRONNEMENTALE NUMÉRIQUE · ETICHETTA AMBIENTALE DIGITALE

BY JUNKER

Try this QR code

ead-qr.com/p/18

Oribe Curl Shaping Mousse (175 MI)

KAO Spa

Spray Can
Glass/Cans
Aluminium ALU41

Waste collection centre

Cap
Plastic
Polypropylene PP5

Sorting rules valid in:
Italy > Torino (TO)

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)

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Scan the barcode with **Junker app** and sort the packaging correctly

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://etichettaambientaledigitale.it/archivio/news

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

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** e clic on the link.*

ETICHETTA AMBIENTALE DIGITALE

2 *A **web app** opens. Now you can scan any **barcode** (next slide).*

ead-qr.com/br/1

Ca' De' Medici
1911

Inquadra il codice a barre del prodotto per ottenere le info di smaltimento
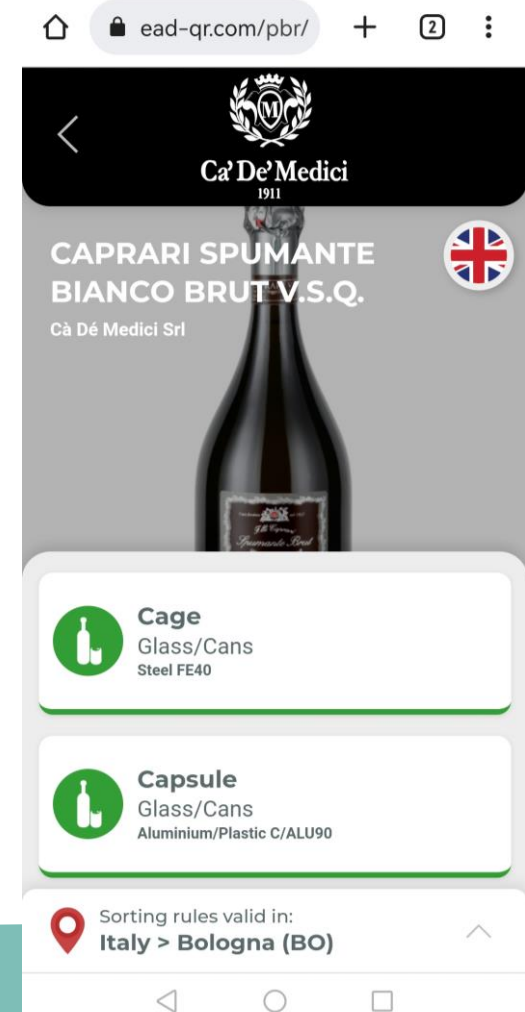
Scanning by SCANDIT

Etichetta Ambientale Digitale

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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.

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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.

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Screenshot of webpage:

I Nostri Prodotti   Negozi e Volantini   Servizi   Carte e Premi | 🔍   **Accedi | Registrati**

Home > Prodotti > Dentifricio 75 ml

Dentifricio 75 ml

Le gengive possono indebolirsi e di conseguenza ritirarsi lasciando esposta agli agenti esterni la zona del dente collegata al nervo. Questo può causare fastidio e dolore. Il dentifricio Conad Top Sensitive grazie ai suoi ingredienti fornisce sollievo e aiuta a prevenire la sensibilità dentale. Fluoro e Zinco citrato aiutano a mantenere le gengive forti, riducendo il rischio di sensibilità futura; le vitamine A e B5 aiutano a prevenire le infiammazioni.

Caratteristiche prodotto

- Fluoro
- Sollievo per denti e gengive sensibili
- Zinco citrato

Info di Smaltimento

confezione
Carta e cartone
Cartone non ondulato PAP21

tappo
Plastica e metalli
Polipropilene PP5

Tubetto dentifricio
Plastica e metalli

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)*.

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Le fabricant a adopté, conformément au décret législatif 116/2020, l'**Étiquette Environnementale Numérique** pour le triage correcte de l'emballage de ses produits.
Pour plus d'informations sur le **circuit EAD**, visitez la page dédiée sur etichettambientaledigitale.com.

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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
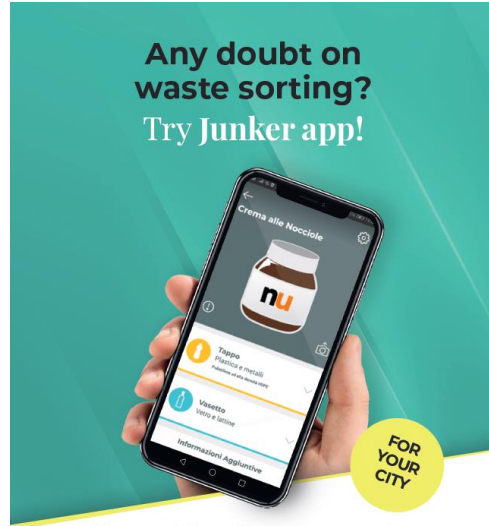
Technical support

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.
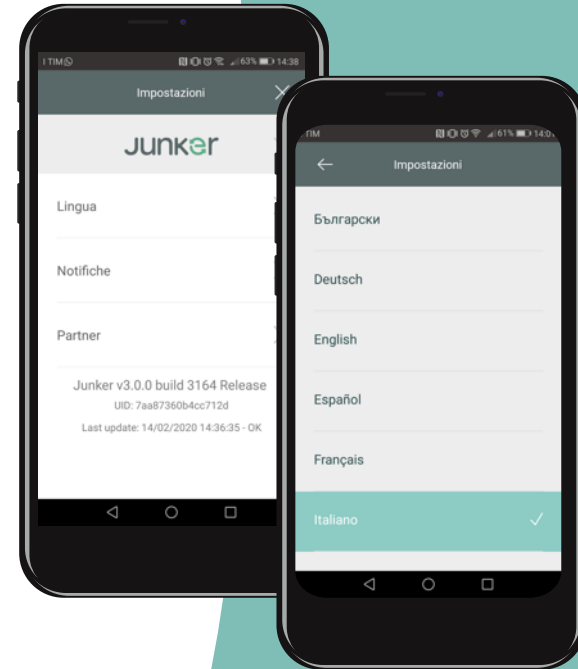
Etichetta Ambientale Digitale

Junker

Indications on the use of digital channels (IT)

Extract from the Linee Guida CONAI (IT):

https://www.progettarericiclo.com/docs/vedemecum-lutilizzo-dei-canali-digitali-letichettatura-ambientale-degli-imballaggi

- 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

Packaging intended for the final consumer

EFFECTIVENESS OF THE COMMUNICATION

ON THE PACKAGING
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
⭐⭐⭐

IN THE POINT OF SALE
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.
⭐⭐

In case none of the above mentioned options is applicable
Indications can be made accessible through traditional and/or digital communication channels, with communication campaigns promoted by the companies and/opr the industry associations.
⭐

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