

Digital Environmental Label

Immediately compliant with
Law Decree 116/20



by **Giunko**

Environmental label: new **legislation**



From **January 1°, 2023**, the Law Decree September 3°, 2020, n.116, updated by the Ministry Decree n. 360 of September 28°, 2022: obligation to include disposal information on products' packaging.

Fines can be up to 40k (except for remaining **stocks**).

The law allows the use of digital tools

What is the Digital Environmental Label

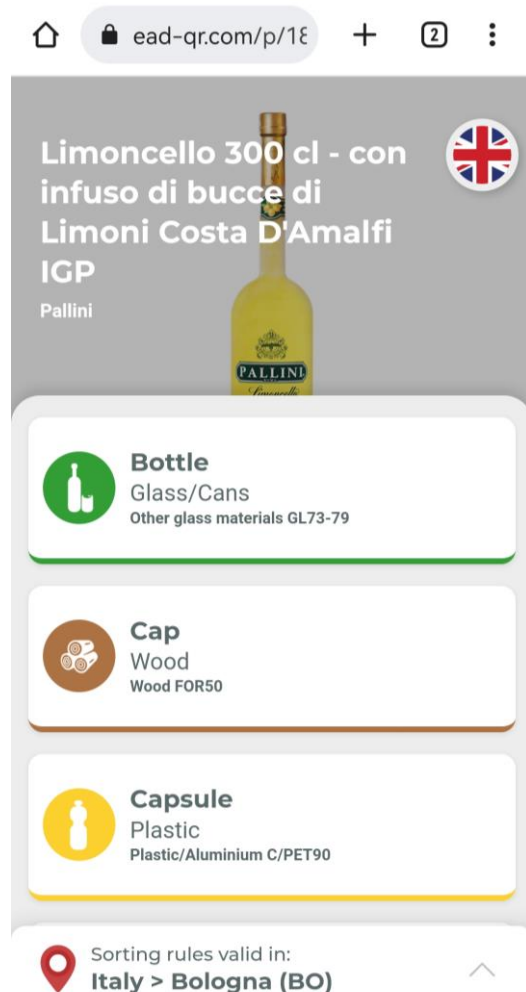
Identification of the specific product from its **barcode** or a unique **QR code**

Identification of the **packaging components**


Identification of the **packaging materials**


Geolocated identification of the right bin for each component

+ Sustainability & other info (optional)



Home ead-qr.com/p/1€ + 2 ⋮

Limoncello 300 cl - con infuso di bucce di Limoni Costa D'Amalfi IGP Pallini 



Bottle
Glass/Cans
Other glass materials GL73-79

Cap
Wood
Wood FOR50

Capsule
Plastic
Plastic/Aluminium C/PET90

Sorting rules valid in:
Italy > Bologna (BO)







Geolocation: how it works


On pack:
No geolocation





This QR code read in SALERNO


Oribe Curl Shaping Mousse (175 MI) 
KAO Spa



 **Spray Can**
Light packaging
Aluminium ALU41

 Waste collection centre


 **Cap**
Light packaging
Polypropylene PP5


 Sorting rules valid in:
Italy > Salerno (SA)


Dematerialized:





This QR code read in TURIN


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)

Unique benefits

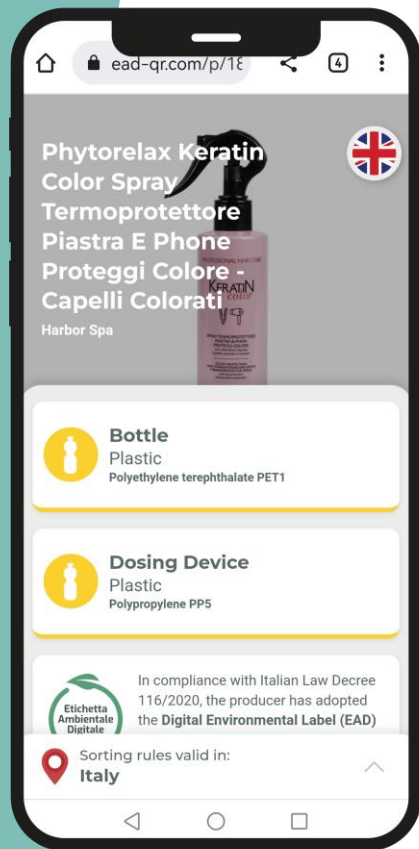
Full compliance with Italian DLG 116/20 on *environmental labeling*.

IN FORCE FROM JANUARY 1^o, 2023, FOR ALL COMPANIES DEALING WITH CONSUMER PRODUCTS

Best Practice acknowledged by **CONAI** and available on the list of **Microsoft** solutions for sustainability.

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.



Why GIUNKO

Italian leader – with the app **JUNKER** (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).

Digital Environmental Label: 3 tools to read it



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

- Dynamic **QR code** on the packaging, also for different products with the same packaging.
- Scan the **product's barcode** with the **branded web app**.
- iFrame** of the product label, **embedded in the client's website**.



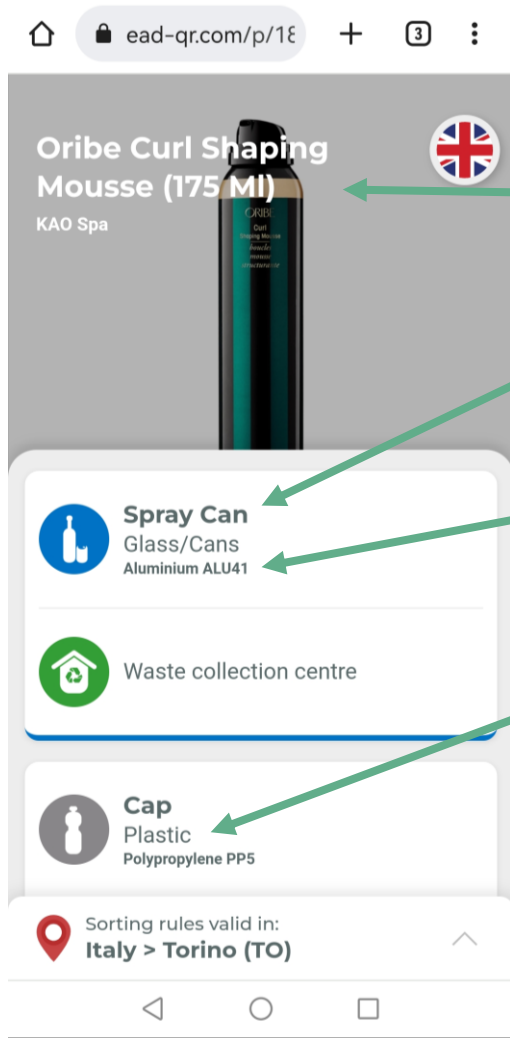
OPTION 1

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

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 3

The **branded web app**: a *unique* Qrcode for *all* products

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

1

Read this **QRcode** e clic on the link.



2

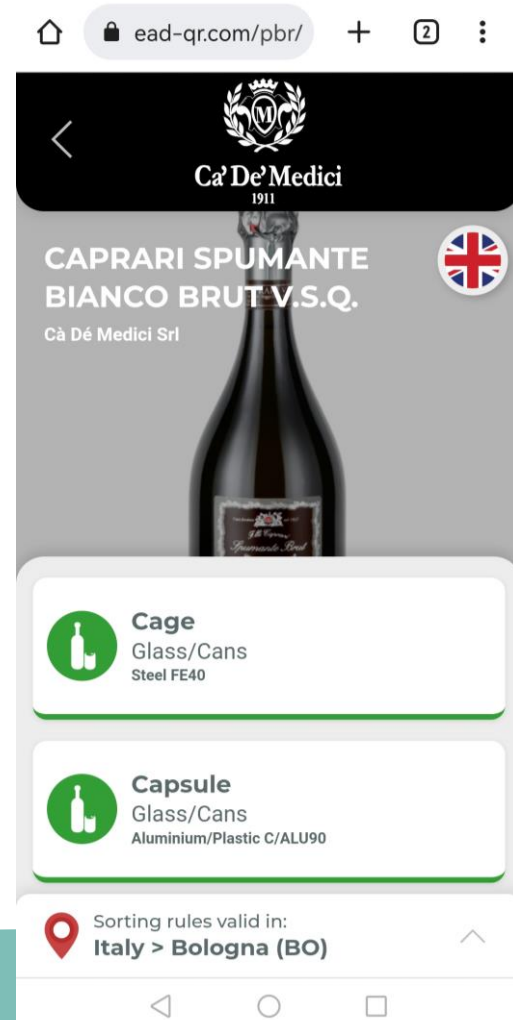
A **web app** opens. Now you can scan any **barcode** (next slide).



OPTION 3

Perfect solution for big Brands


Now, with the **branded WEB APP**, read *the barcodes* of the registered products to view the complete and *geolocated* disposal info.



OPTION 4

EAD: in your website, too


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




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	Info di Smaltimento
<ul style="list-style-type: none"> Fluoro Sollievo per denti e gengive sensibili Zinco citrato 	<div> <p> confezione Carta e cartone Cartone non ondulato PAP21</p> <hr/> <p> tappo Plastica e metalli Polipropilene PP5</p> <hr/> <p> Tubetto dentifricio Plastica e metalli</p> </div>

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*).



Le fabricant a adopté,
conformément au décret législatif
116/2020, l'**Étiquette**

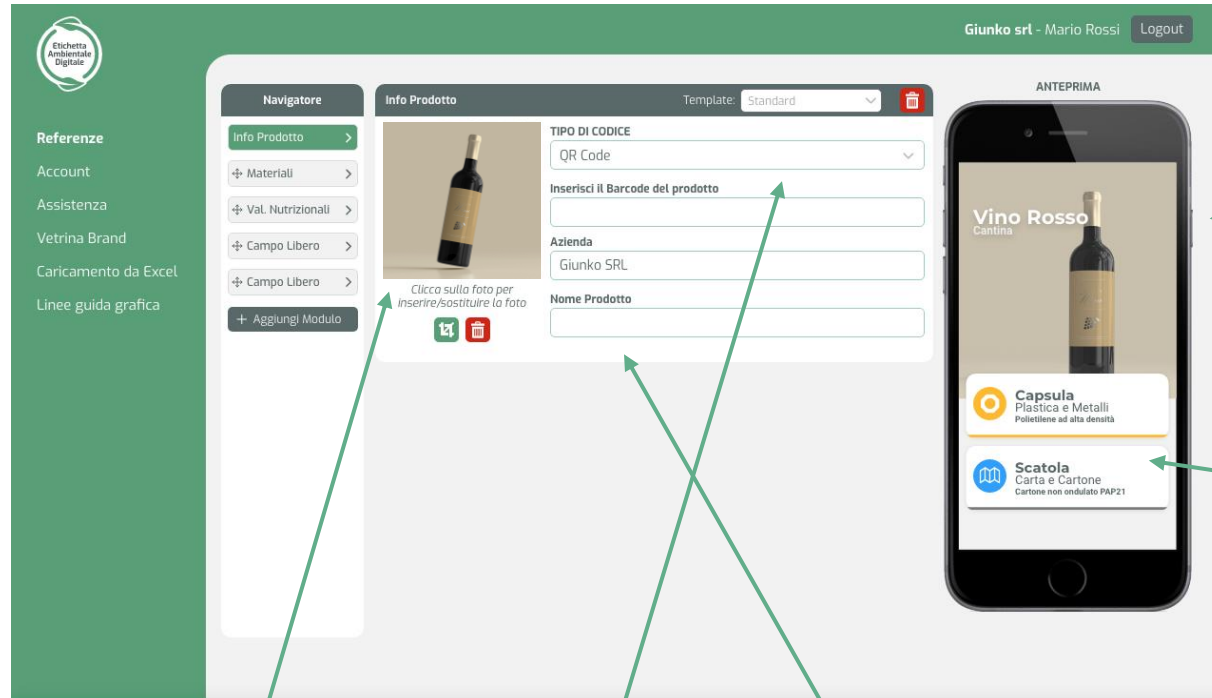
Environnementale Numérique pour
le triage correcte de l'emballage de
ses produits.

Pour plus d'informations sur le
circuit EAD, visitez la page dédiée
sur etichettambientaledigitale.com.



Giunko personal area for clients

Upload your products autonomously



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

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

Image

Code type

Product name

Information needed (from the producer)

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

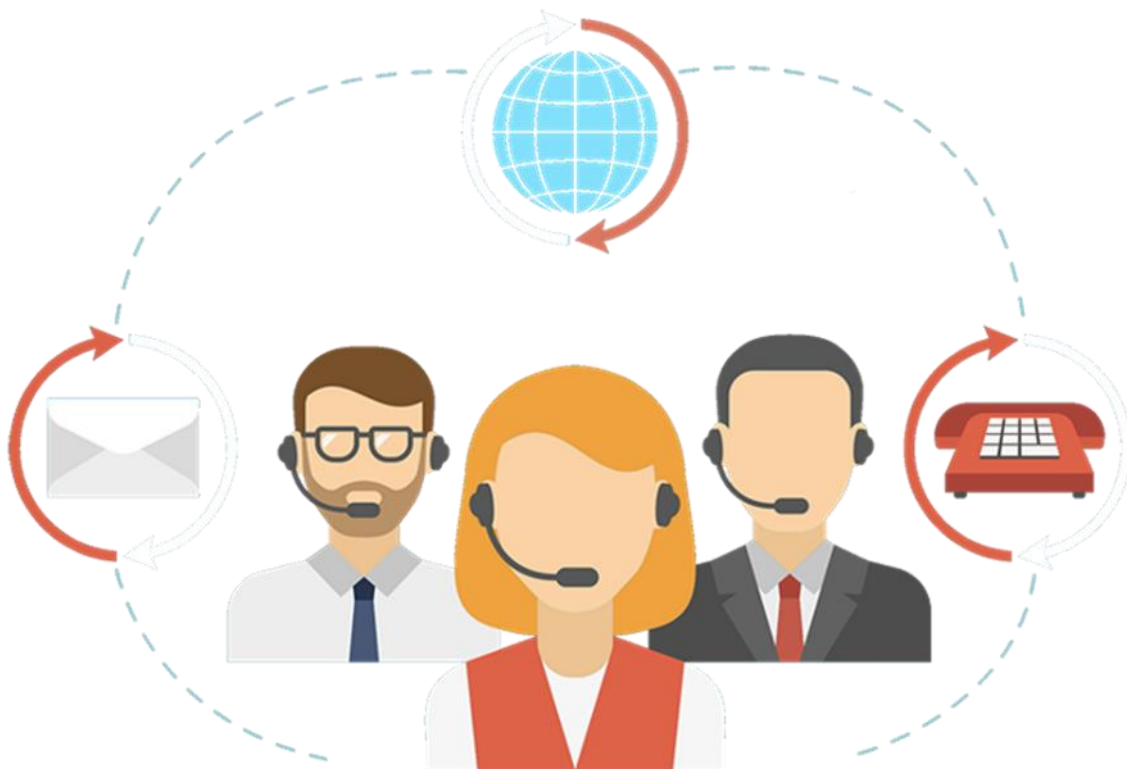
Example:

- **EAD:** 8001841310497
- **Name:** Fairy Platinum Active Power
- **Packaging components:** Cap - Plastic - PP5
+ Bottle - Plastic - HDPE2



Technical support

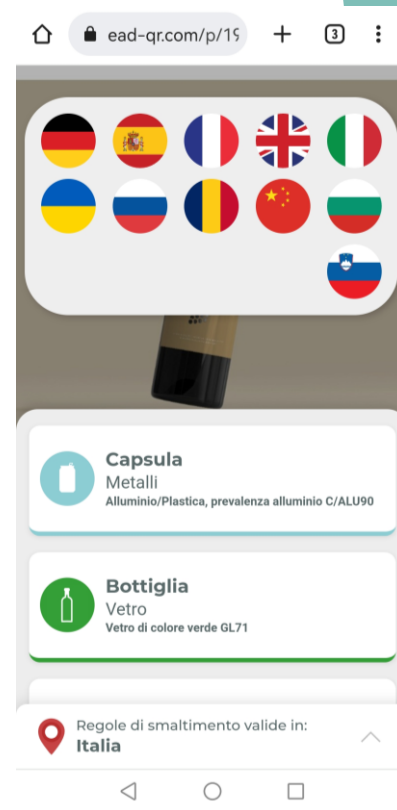
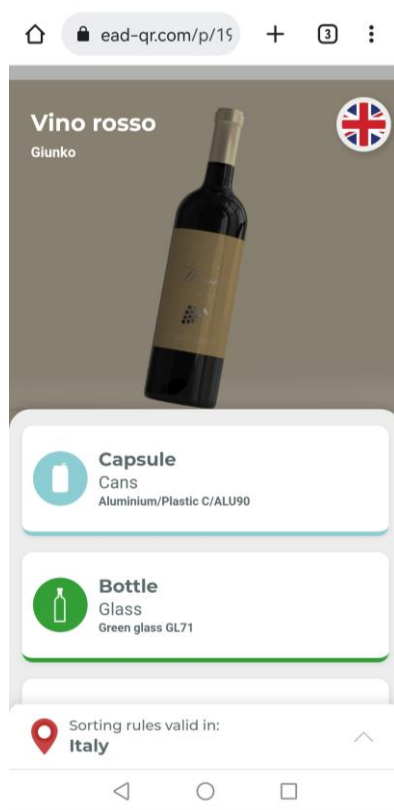
Customer care: 5 days a week



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

Available in 11 languages







Italian
English
French
German
Spanish
Bulgarian
Chinese
Russian
Ukrainian
Romanian
Slovenian



Communication to the consumer (IT)

How to do it: best practices by CONAI

Packaging intended for the final consumer

		EFFECTIVENESS OF THE COMMUNICATION
 <p>ON THE PACKAGING</p> <p>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</p>		
 <p>IN THE POINT OF SALE</p> <p>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.</p>		
 <p>In case none of the above mentioned options is applicable</p> <p>Indications can be made accessible through traditional and/or digital communication channels, with communication campaigns promoted by the companies and/or the industry associations.</p>		

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.



PHILIP MORRIS
ITALIA S.R.L.



PHYTORELAX
— LABORATORIES —



kaO



DANNEMANN
1872

PALLINI



Cecchetto
LA TRADIZIONE DEL VINO

More clients here: <https://etichettaambientaledigitale.it/clients>

Contact us

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