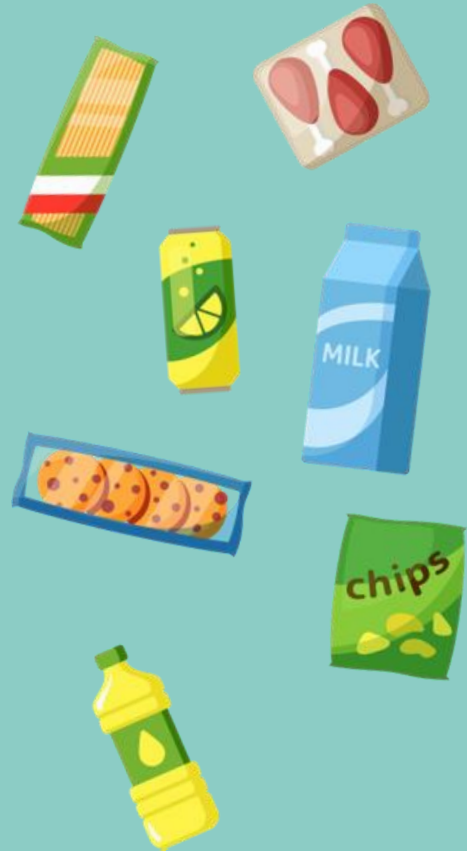# Digital Label

Immediately compliant with Law Decree 116/20

by **Giunko** Microsoft Partner
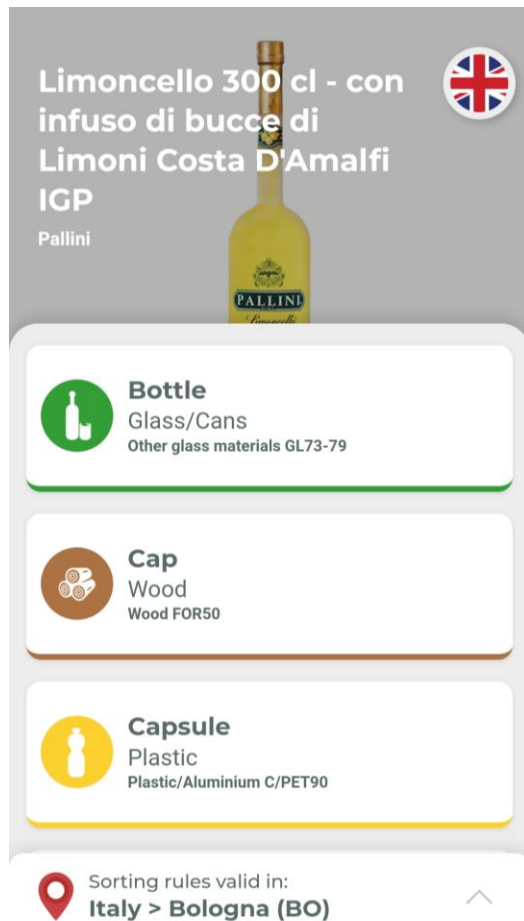
Environmental label: new legislation

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

Giunko

What is the
Digital 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.

Including **nutritional information and ingredients.**

+ Sustainability & other info (optional)

Digital Label

Geolocation: how it works

Giunko

This QR code read in SALERNO

This QR code read in TURIN

Dematerialized:

On pack:
No geolocation

Salerno screen

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)

Turin screen

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)

ETICHETTA AMBIENTALE DIGITALE · DIGITAL ENVIRONMENTAL LABEL · ETIQUETTE ENVIRONNEMENTALE NUMERIQUE

Digital Label

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** 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.
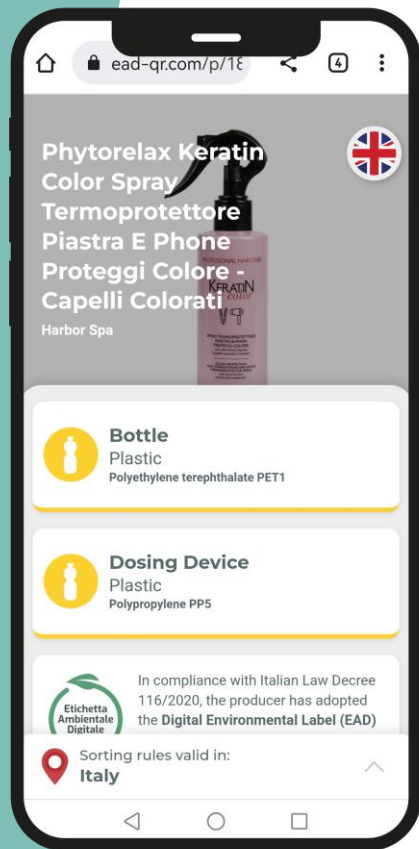
Why GIUNKO

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, **2,8** 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 Label: 3 tools to read it

You can access the Digital Label in 3 different ways:

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

b) Scan the **product's barcode** with the **branded web app.**

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

INFO DI SMALTIMENTO, NUTRIZIONALI E INGREDIENTI

DISPOSAL AND NUTRITIONAL INFO, INGREDIENTS

INFO-TRI, NUTRITIONNELLES ET INGRÉDIENTS

Giunko

Digital Label

EAD by QR code

Accessible everywhere, using any QR code reader

INFO DI SMALTIMENTO, NUTRIZIONALI E INGREDIENTI

DISPOSAL AND NUTRITIONAL INFO, INGREDIENTS

INFO-TRI, NUTRITIONNELLES ET INGREDIENTS

Try this QR code

Giunko

Pinot Grigio
Giunko

ROCCHETTE

Waste sorting

Bottle
Glass
Green glass GL71

Capsule
Plastic and metals
Plastic/Aluminium C/LDPE90

Corks
Organic waste
Cork FOR51

Nutrition Facts

Amount per serving	100ml
	374 kcal

Sorting rules valid in:
Italy > Milano (MI)

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

Nutritional info and ingredients

Digital Label

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

Giunko

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:

Ca' De' Medici
1911

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

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

INFO DI SMALTIMENTO, NUTRIZIONALI E INGREDIENTI

DISPOSAL AND NUTRITIONAL INFO, INGREDIENTS

INFO-TRI, NUTRITIONNELLES ET INGREDIENTS

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

Scanning by SCANDIT

Digital Label

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.
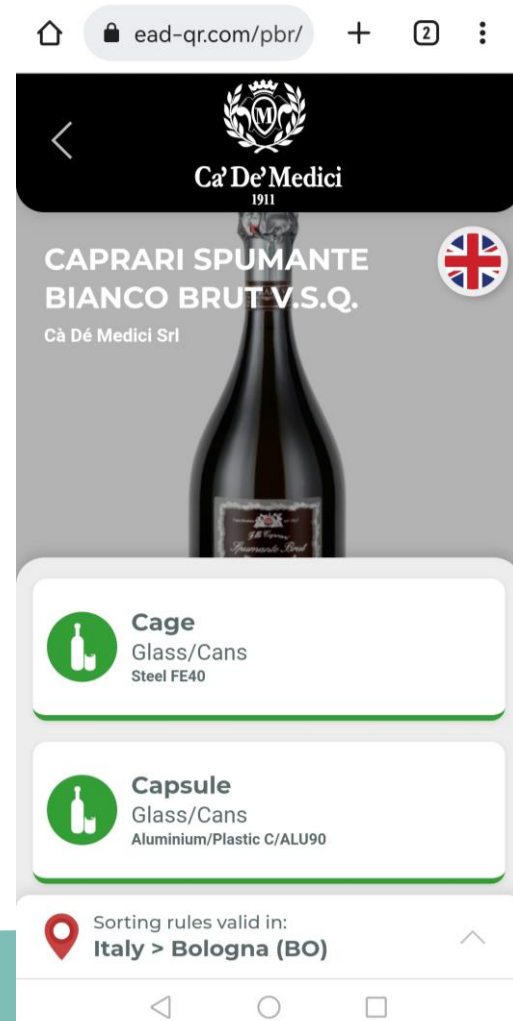
OPTION 4

EAD: in your website, too

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

iFrame for products' waste disposal information

Giunko

Free box, e.g. sustainability 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)*.

Digital Label
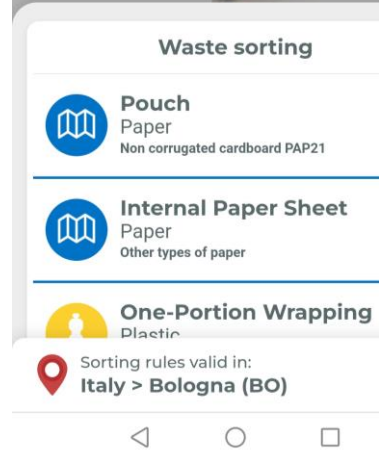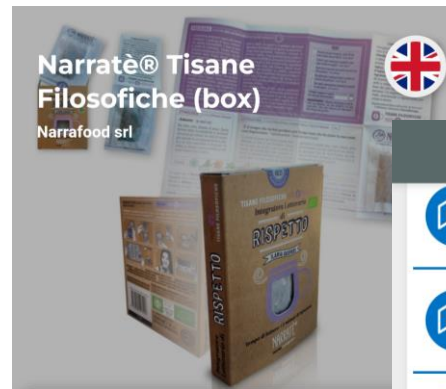
Giunko personal area for clients

Upload your products autonomously

Giunko

Image

Code type

Product name

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)*

Digital Label

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 24 languages

Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, Swedish.
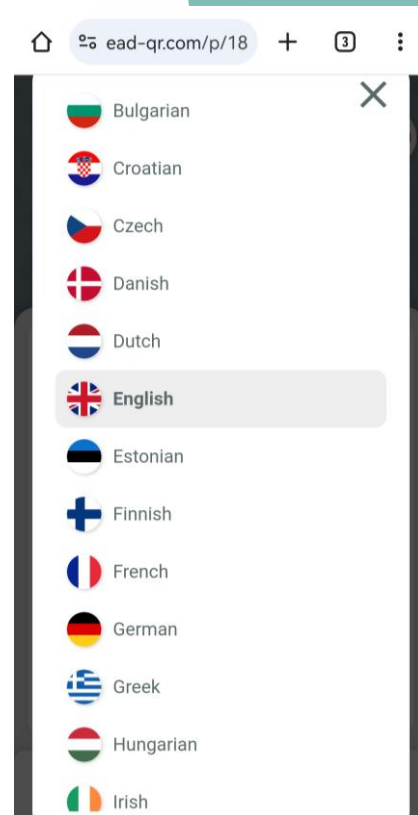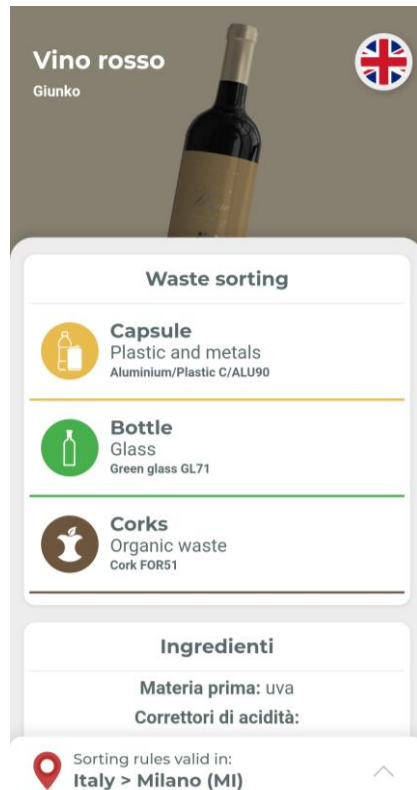
Communication to the consumer (IT)
How to do it: best practices by CONAI

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

ED Clients

Some of our clients

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

Our numbers

6,8 millions

Labels scanned by users

2 millions

Sold references

Contact us

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