

Environmental & nutritional info
Immediately compliant with the law

by **Giunko**

Environmental label: current **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.


Nutritional info: new legislation

Pinot Grigio
Giunko 

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)

Pinot Grigio 

 Wood
Cork FOR51

 Waste collection centre

Nutrition Facts

Amount per serving	100ml
Energy	374 kcal 83 kJ
Total Fat	0 g
Saturated fatty acids	0 g
Total Carbohydrate	2,3 g
Sugars	0 g
Protein	0,7 g
Salt	0,1 g

According to the new law concerning labeling, established by the **European Regulation n. 2021/2117** and entering into force on **December 8^o, 2023**, there is the obligation to specify:

- **Ingredients**, starting from the ones contained in major quantities;
- **Nutritional declaration**, within a table;

This fulfills the need to have common rules on EU level, which apply in all Member States.

The law allows the use of a digital label.



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.

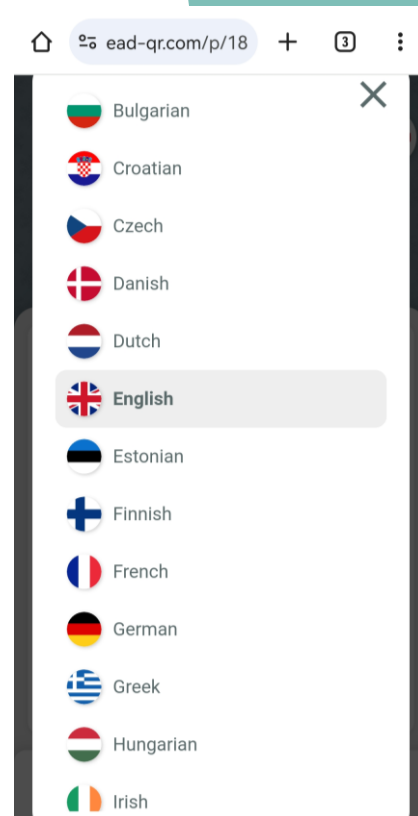
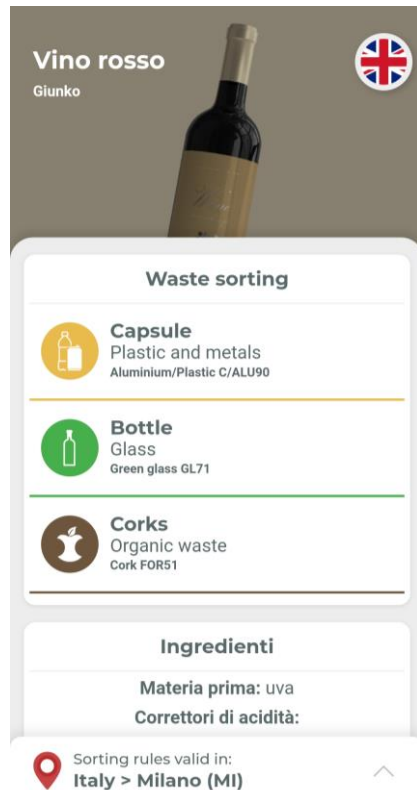
High quality information on waste recycling and disposal, geolocated according to local rules for waste sorting, **everywhere in Italy**.

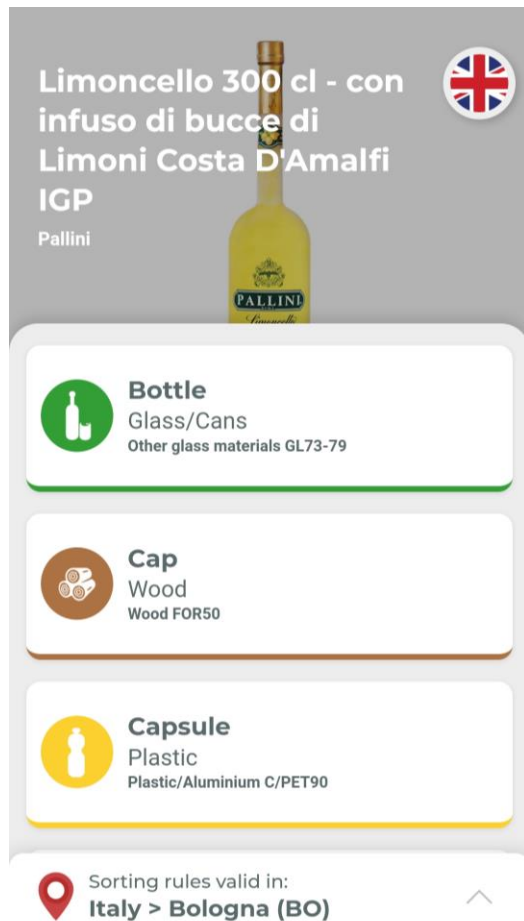
No risk of being fined or **bad reputation** for the company.



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.





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)



Geolocation: how it works

This QR code read in **SALERNO**

This QR code read in **TURIN**

On pack:
No geolocation



Dematerialized:



Box Nutritional info

In addition to the disposal info, you can add to the Digital Label the **nutritional info**, with a box you can fill in from the ED Panel.



Menu

- Product Info >
- Waste sorting >
- Nutrition Facts >
- + Add Box

Product part: **Material:** ✕

+ Add Part and Material

Nutrition Facts 🗑️

The declaration of the calorific value in kJ and kcal and of carbohydrates and sugars exceeding 10 g per 100 ml is done without decimals. Values lower than 10 g per 100 ml are indicated with an approximation of 0.1 g, and common salt is indicated with an approximation of 0.01 g Vintage
 -- Not set --

Energy (kcal)	Energy (kJ)
<input type="text" value="374"/>	<input type="text" value="83"/>
Total Fat (g)	Saturated fatty acids (g)
<input type="text" value="0"/>	<input type="text" value="0"/>
Total Carbohydrate (g)	Sugars (g)
<input type="text" value="2,3"/>	<input type="text" value="0"/>
Protein (g)	Salt (g)
<input type="text" value="0,7"/>	<input type="text" value="0,1"/>

Pinot Grigio

Wood
Cork FOR51

Waste collection centre

Nutrition Facts

Amount per serving	100ml
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Salt	0,1 g

Box Ingredients

An additional box you can add, to fill in from the ED Panel, is the one including the **Ingredients**.



Menu

- Info Prodotto >
- + Raccolta diff. >
- + Ingredienti >
- + Informazioni nu... >
- + Aggiungi Box

+ Aggiungi Componente e Materiale

Campo Libero Traduci in tutte le lingue

Non sono ammessi dalla normativa i messaggi marketing o pubblicitari, né link a pagine di profilazione, pubblicità, concorsi, promozioni o altro.

Titolo
Ingredienti

Testo
↶ ↷ **B I U** 12pt

Materia prima: uva

Correttori di acidità:
acido L-tartarico (E334)
acido L-malico (E296)

Stabilizzanti: acido citrico (E330)

Vino rosso

Capsula
Sacco giallo trasparente - Raccolta plastica e metallo
Alluminio/Plastica, prevalenza alluminio C/ALU90

Bottiglia
Cassonetto grigio con coperchio verde - Raccolta vetro
Vetro di colore verde GL71

Tappo Di Sughero
Cassonetto grigio con coperchio marrone - Raccolta organico
Sughero FOR51

Ingredienti

Materia prima: uva
Correttori di acidità:
acido L-tartarico (E334)
acido L-malico (E296)
Stabilizzanti: acido citrico (E330)

Regole di smaltimento valide in:
Italia > Milano (MI)

Years and batches

In compliance with the Italian law, it is now possible to choose between:

- a QR code for different years, **oppure**
- a QR code for different batches of the same year of production.

ATTENTION: the two options cannot be combined! It means that a QR code can contain information either about different years of the same product, or different product batches of the same year.



To insert a box with a new year, **just add a new box Ingredients and Nutritional values using the admin panel**, without again a new label with a different QR code.



Valori Nutrizionali 🗑️

La dichiarazione del potere calorifico in kJ e kcal, dei carboidrati e degli zuccheri superiori a 10 g per 100 ml viene fatta senza decimali. Valori inferiori a 10 g per 100 ml sono indicati con l'approssimazione di 0,1 g e il sale comune è indicato con l'approssimazione di 0,01 g

Annata
 2023 ▼

Energia (kcal) <input type="text" value="374"/>	Energia (kJ) <input type="text" value="83"/>
Grassi (g) <input type="text" value="0"/>	Acidi grassi saturi (g) <input type="text" value="0"/>
Carboidrati (g) <input type="text" value="2,3"/>	Zuccheri (g) <input type="text" value="0"/>
Proteine (g) <input type="text" value="0,7"/>	Sale (g) <input type="text" value="0,1"/>

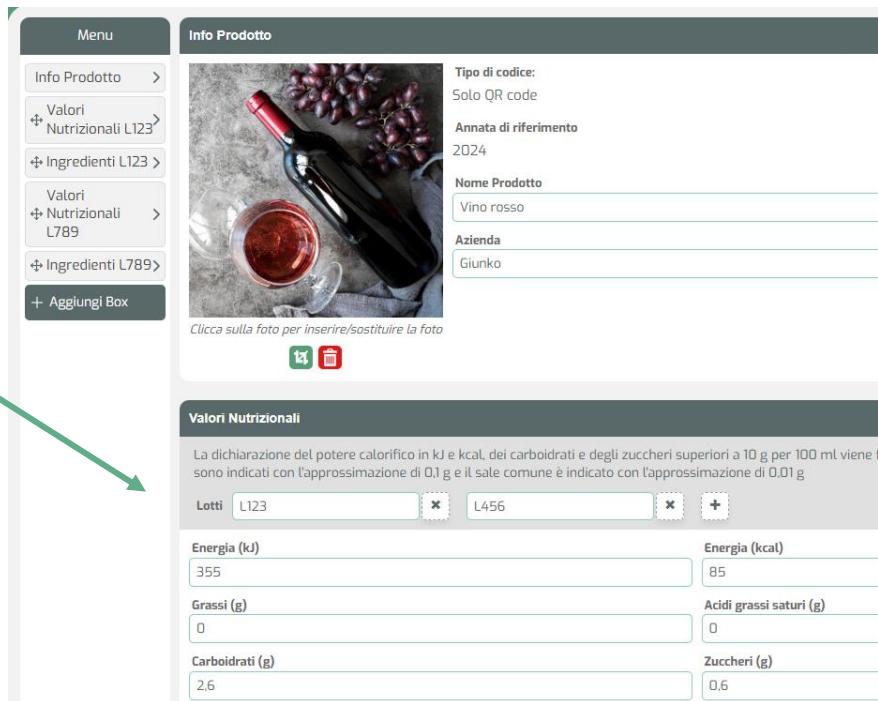
Valori Nutrizionali 🗑️

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Annata
 2024 ▼

Energia (kJ) <input type="text" value="376"/>	Energia (kcal) <input type="text" value="80"/>
Grassi (g) <input type="text" value="0"/>	Acidi grassi saturi (g) <input type="text" value="0"/>
Carboidrati (g) <input type="text" value="0"/>	Zuccheri (g) <input type="text" value="0"/>
Proteine (g) <input type="text" value="0"/>	Sale (g) <input type="text" value="0,1"/>

To insert different batches in the same QR code, **just add boxes for Ingredients and Nutritional values** and **insert the number of batch/batches at the top of the box.**

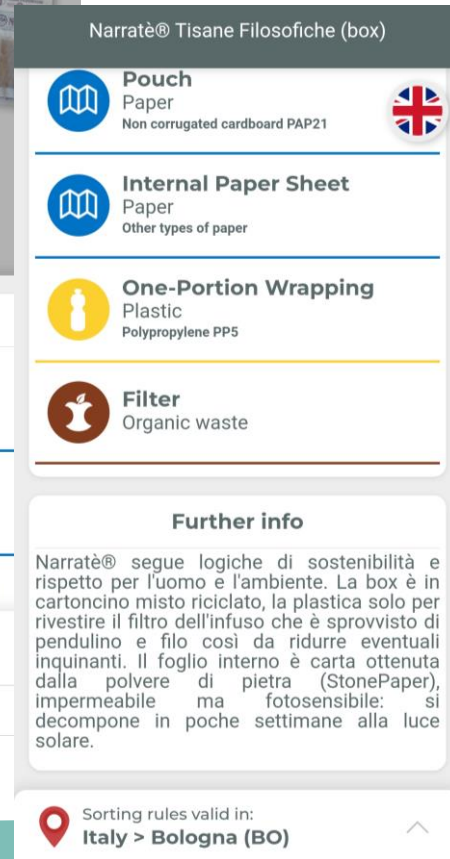
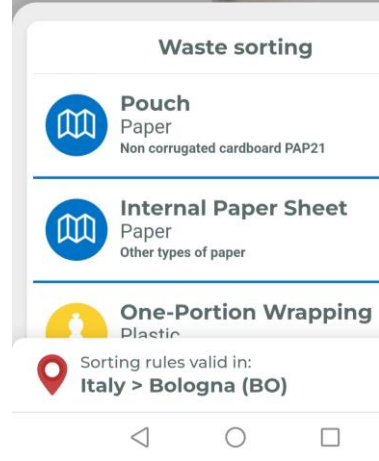


Free box, e.g. sustainability info

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: 3 tools to read it



You can access the Digital 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 QR code

Accessible everywhere, using any QR code reader



Try this QR code

Pinot Grigio
Giunko

ROCCHETTE
2018
RISERVA

Waste sorting

- Bottle**
Glass
Green glass GL71
- Capsule**
Plastic and metals
Plastic/Aluminium C/LDPE90
- Corks**
Organic waste
Cork FOR51

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Identification of the **packaging materials**

Geolocated identification of the right bin for each component

Nutritional info and ingredients



OPTION 2

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

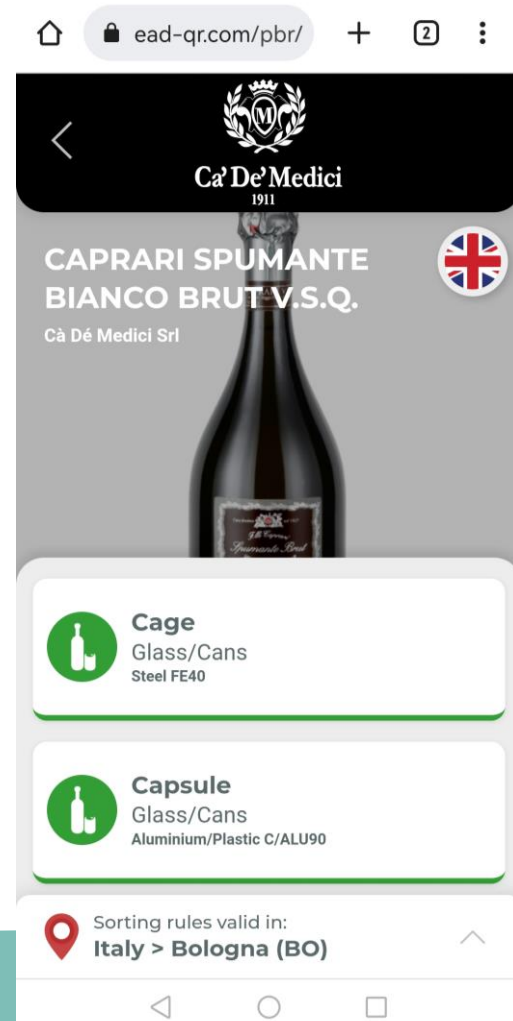
A **web app** opens. Now you can scan any **barcode** (next slide).



OPTION 2

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 3

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

La riserva di Nero d'Avola, da vecchie vigne ad alberello.

Note di degustazione

Dal colore rosso amaranto con riflessi rubino, il nostro Cembali presenta eleganti sentori di frutta matura e spezie con note di marasca matura e cannella. Al palato è strutturato e morbido con un finale equilibrato.

Abbinamenti

È il vino ideale da accompagnare al brasato di maialino nero e si sposa bene con formaggi stagionati come il piacentino ennese.

ACQUISTA ONLINE!

PREMI

SCHEDA

[Come smaltire le nostre bottiglie](#)

TENUTA BARONI
Tenuta
Noto

Uvaggio
Nero d'Avola biologico

Annata
2017

Temperatura di servizio
16-18°C

Giunko personal area for clients

Upload your products autonomously

The screenshot displays the Giunko personal area for clients. At the top, there is a header with the company name 'Giunko Srl', the user name 'Paolo Fornari', and a 'Logout' button. The main content area is divided into two sections: 'Product Info' and 'Waste sorting'. The 'Product Info' section includes a photo of a 'ROCCHETTE' bottle, a 'Code Type' field with the value 'Barcode 5060519147370', and a 'Product Name' field. The 'Waste sorting' section contains three rows of 'Product part' and 'Material' dropdown menus. The 'Product part' dropdowns are 'bottle (bottiglia)', 'capsule', and 'cap'. The 'Material' dropdowns are 'Glass - Green glass GL71', 'Polylaminates - Plastic/Aluminium C/LDPE90', and 'Wood - Cork FOR51'. To the right, a 'Preview' section shows a mobile phone displaying the digital environmental label for the product, which includes the 'Waste sorting' information.

Menu

- Product Info >
- Waste sorting >
- Nutrition Facts >
- + Add Box

Product Info

Code Type: Barcode 5060519147370

Product Name

Company Giunko

Click on the photo to insert/replace photo

Waste sorting

Product part:	Material:
bottle (bottiglia)	Glass - Green glass GL71
capsule	Polylaminates - Plastic/Aluminium C/LDPE90
cap	Wood - Cork FOR51

Preview

Giunko

Waste sorting

- Bottle Glass Green glass GL71
- Capsule Polylaminates Plastic/Aluminium C/LDPE90
- Cap Wood Cork FOR51

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.

Communication to the consumer (IT)

How to do it: best practices by CONAI

Packaging intended for the final consumer



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

EFFECTIVENESS OF
THE COMMUNICATION



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/or the industry associations.



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.



PALLINI



VELENOSI
ASCOLI PICENO



Cecchetto
TRADIZIONE E RICERCA




BAGLIO DI PIANETTO
FALCONE - BOTTI - CESA



Allesmo



TENUTA FERTUNA
maremma toscana



CAMPAGNOLA
DAL 1907



Quacquareini



LE BERTILLE



Barbisa
London Dry Gin



ENOTECA
Frate



FATTORIA
MONTECCHIO
1848



GROSJEAN
VINS DE MONTAGNE



RALLO
1868



Ca' de' Medici
1811

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

Our numbers



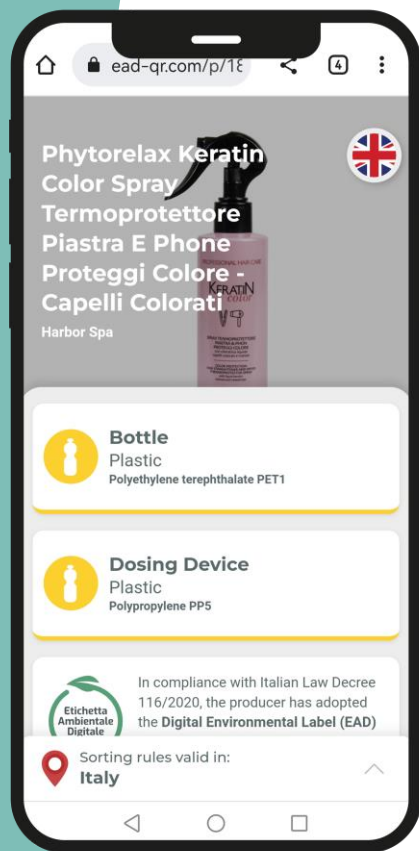
6,8 millions

Labels scanned by
users



2 millions

Sold references



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).



Contact us

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