



The NVC Netherlands Packaging Centre is the only association in The Netherlands that addresses packaging in an integral manner.

Member companies can range from raw material manufacturer up to retailer and from branded goods manufacturer to packaging equipment supplier. The NVC is leading in education and training, proactive information services and in promoting the innovative and sustainable (people, planet, profit) packaging of products.

NVC Position Paper

NVC stimulates world standards on sustainable innovation in packaging

The world (ISO) standards for sustainable innovation in packaging are on their way and NVC Netherlands Packaging Centre plays an active role in their development. How important are these standards, why is NVC so involved, what can I do as NVC member company and where are the benefits for my company?

The world standards on sustainable innovation in packaging

Standardisation is the process of developing joint agreements between different companies from one or more sectors to stimulate economic, social and environmental development. **Standardisation is an absolute necessity** for the supply chain of packaged products and the recycling of the emptied packages after use of the products. Areas for standardisation include the coding and labelling, the dimensions, the coatings and the way the packages are printed. Standards provide a tool for companies to show the company performance in an objective way to its internal and external stakeholders, for instance in conjunction with the well known ISO 9000 series on quality management.

In the area of packaging and packaging waste, European (CEN) standards already exist. For the packaged products developed in accordance with these standards, their packaging is assumed to be in conformity with the essential requirements of the European Directive. Packages developed in this way, have **free access to all markets** within the EU membership states. For any particular country, a government inspector would have to prove that the package does not comply with the essential requirements.

Japan, China, South-Korea and other countries have now taken the initiative within ISO to bring this standardisation to a global level. NVC has been appointed convenor of the working group addressing the worldwide prevention standard, including heavy metals and other noxious and hazardous substances. Four other global working groups each address a specific form of recycling/recovery. These working groups are also actively monitored by NVC.

What is it that NVC wants to achieve?

NVC Netherlands Packaging Centre is the only association in the Netherlands addressing the activity of packaging in all aspects. Recycling, retail, manufacturing of packaged goods, packaging manufacturing and all other sectors relevant to the activity of packaging are part of the NVC membership base. The NVC was founded in 1953 and strives to be an inspiring, not-for-profit association for companies with an interest in the activity of packaging. All NVC member companies are internationally oriented and this also applies to the wide range of NVC activities. Communication with the contact persons within the member companies takes place in Dutch and in English.

We want to contribute to the continuous sustainable innovation in packaging by realising the ISO world standards and assist in their implementation within our member companies, where possible. In this way, we support the free international flow of packaged goods and packages with sufficient freedom in design to enable competition. At the same time, sustainable development is integrated in the design process of packaged products and packages – especially via the prevention standard. Together, we **maintain the societal licence to operate for packaging as an activity** in all its facets, as driver for a society that develops in an international and sustainable manner.





What is it that my company can do and where is the advantage for us?

NVC-members are continuously involved in the developments, individually as a contact person by newsletters like the bilingual NVC E-News and more collectively in dedicated joint sessions. Of course, also personal contact by phone or by meeting us in the field is highly appreciated. You are **the first to know** of new developments and will spot the chances and threats to your company as early as possible if packaging is involved. You may also pose your (confidential) questions and requirements to the highly skilled personnel at the NVC association office in Gouda, the Netherlands. In this way, you lower the risk of running into problems in defining and executing your packaging strategy and increase your chance of success. Specifically, **the NVC-network is very capable** of translating highly abstract standardisation issues to concrete packaging solutions and vice versa.

Already NVC-member and interested?

Call (phone +31-182-512411) or e-mail Michaël Nieuwesteeg (m.nieuwesteeg@nvc.nl) or Helen Crowe (h.crowe@nvc.nl) and participate in the ISO development work!

Not yet an NVC-member?

Call (phone +31-182-512411) or e-mail Saskia Cooman (s.cooman@nvc.nl) or Charissa Koolen (c.koolen@nvc.nl) and apply for membership!

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