

## QUALIFORM

Our product, your identity

ISCC Technical Stakeholder Meeting Circular Economy and Bioeconomy 10 December, 2020























Standard





















QUALIFORM designs, produces and decorates plastic bottles for cosmetic and beauty brands.













Be a reference of sustainability in our market













## Eastman CRISTAL™ RENEW copolyester













# CERTIFIED RECYCLED CONTENT\*



## Eastman CRISTAL™ RENEW copolyester



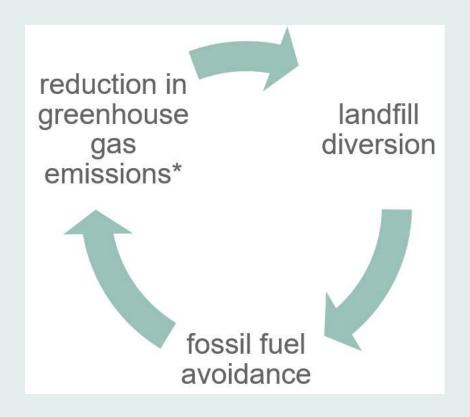
Waste diversion

## CONTAINS 30% CERTIFIED RECYCLED CONTENT\*



## Eastman CRISTAL RENEW

copolyester



Waste diversion

# CERTIFIED RECYCLED CONTENT\*



## Eastman CRISTAL™ RENEW copolyester



No aesthetic compromise

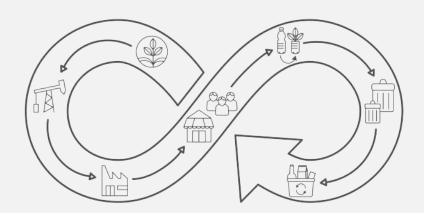
## Qualiform's journey with **ISCC** certification



## QUALIFORM is now ISCC certified

"Being an active player to scale up the circular economy is a major priority for us"

- ✓ Alternative to traditional materials
- ✓ High-quality bottles with certified recycled content
- ✓ High sustainability requirements are met
- ✓ Recycled materials by mass balance allocation.
- ✓ Traceability of the plastics resins
- ✓ Waste management on the global basis.



#### CASE STUDY:

Promotion of New ISCC Certified Products in Collaboration with Eastman

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## Partnership creation

"QUALIFORM first to adopt
Eastman Cristal™ Renew
copolyester
made with innovative molecular
recycling technology"





### How to communicate to our customers?

Scenario 1  1 big event for all customers

Scenario 2

 Customized events for each customers

## Setting up scenario 2: customized events







Qualiform x Eastman x Brand

Qualiform & Eastman presentation

Our motivation to scale up the circular economy

Course of a workshop:

Cristal Renew: how does Renew is manufactured, mass balance allocation, advantages, environmental benefits

ISCC certification & claims

Q&A

## **Customers main questions:**

- > How does the principle of mass balance work?
- What is the ISCC, what is it used for?
- > Why only 50% recycled? Why not 100%?
- > Does this material have an impact on the color of the bottle?
- How should we claim this certified recycled material?

### **Customers feedback**

- √ Very instructive & detailed presentation
- ✓ Happy to have all information in a single presentation
- ✓ Nice to have the point of view of the manufacturer and the processor in a same presentation
- ✓ A new step for the circular economy
- ✓ A new opportunity to offer sustainable packaging

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