



**AVAMOPLAST LIFTS
THE BAR FOR SUSTAINABLE
PLASTIC WITH ISCC PLUS
CERTIFICATION**



AVAMOPLAST
ONE MATERIAL. ENDLESS POSSIBILITIES.



On 24 June 2022, Avamoplast obtained ISCC PLUS certification in the bio-packaging, bio-circular packaging and circular packaging categories. This enables the plastic packaging manufacturer to offer PP and PE packaging consisting of up to 100% circular, bio-circular or biomaterials under the Mass Balance principle. The certification is also an integral part of Avamoplast's plans for the future as it aims to become a leader in the field of sustainability.



Operations Manager **Tom De Vlaminck** explains, *"Mono-materials have been our standard for years and we add recycled content called 'RPET' to the raw material for all our PET packaging we make through thermoforming. This way, all the PET processed at Avamoplast has contained up to 50% of such recycled material (RPET) for several years. Now we can get that up to 100% upon our clients' request."*

A SOLUTION FOR THE FOOD AND MEDICAL INDUSTRY

But the law does not allow recycled raw materials in PP en PE packaging produced through injection moulding in strictly regulated industries, like the food and medical sectors. The production of PP and PE granulates traditionally requires fossil-fuel products as their raw materials.

However, the ISCC PLUS certification and Mass Balance granulates now offer a solution for these industries, because the granulates are no longer based on fossil fuels, but on recycled PP (circular PP) for example, or plant-based deep frying oil (bio-circular PP) or rapeseed oil (bio PP). This means packaging for the food and medical industry can now be produced with, say, bio-circular PP. And the client can choose to add part or even all Mass Balance material.



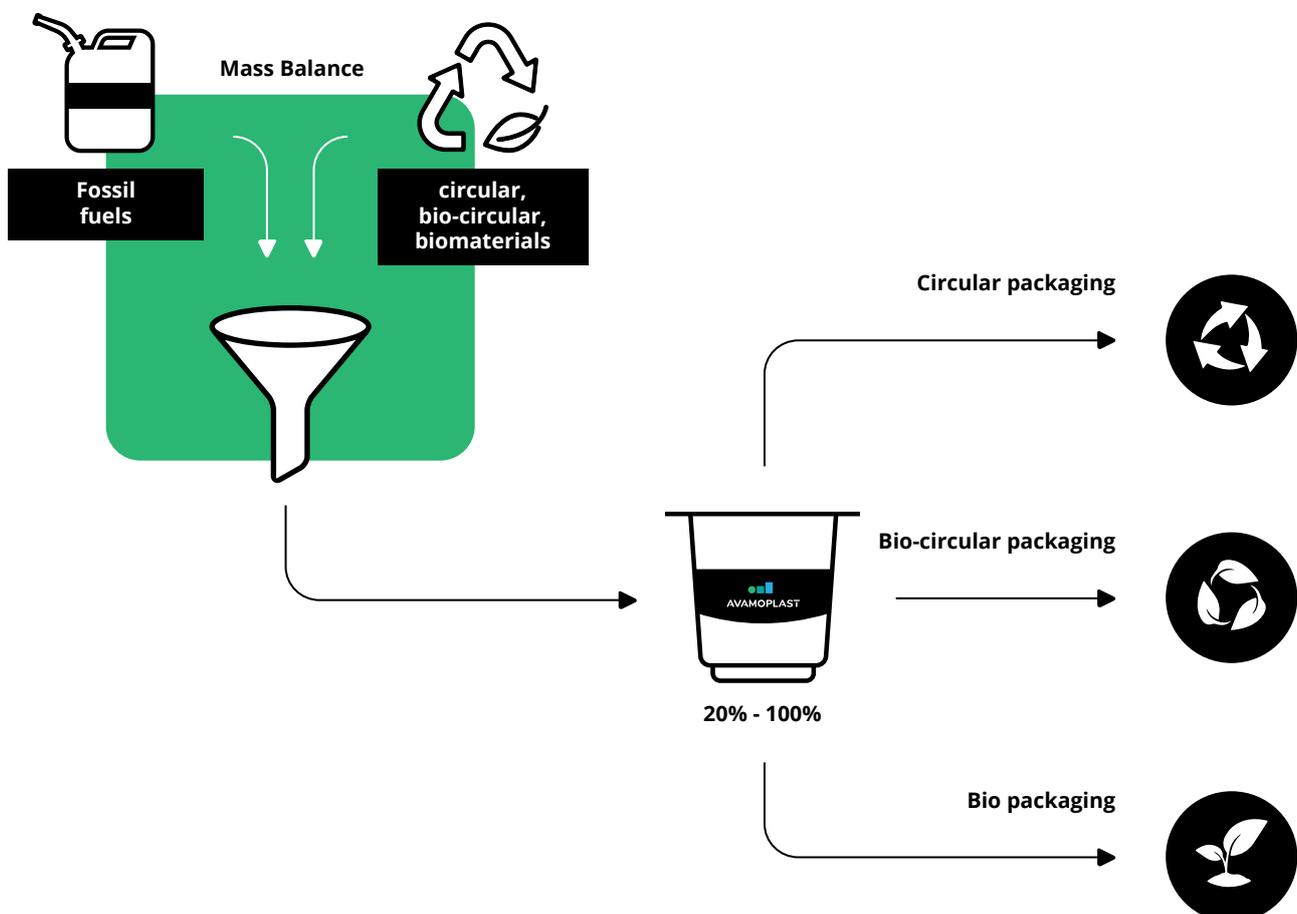


JUST LIKE GREEN ELECTRICITY

According to the Mass Balance principle, the plastic granulates manufacturer adds a part circular or bio-based material to the fossil-fuel-based raw materials at the start of the production process. The end product, though, remains the same: the PP and PE granulates we all know, but for the part of non-fossil origin.

In fact, the principle is comparable to that of green electricity: the end product that comes out of the plug in the wall at home (power) is not distinguishable from conventional 'grey' electricity, but those who invest in green energy at the source receive 'guarantees of origin'.

And that is precisely how it works with Mass Balance plastics: only the percentage of circular or bio-based raw materials at the start of the chain, which Avamoplast is now able to purchase, process and offer to its clients thanks to its certification, is certified.





PLASTIC WITH AN IMPACT

Because circular and bio-based raw materials are processed as part of the same production process as conventional raw materials, they are immediately suitable for food use too. In addition, there is no need for more development or investment, which speeds up demand for circular and bio-based materials as well. So in short, the Mass Balance principle allows us, after PET, to increase PP and PE packaging sustainability to 100%.

YOUR SUSTAINABILITY CLAIM ON YOUR PRODUCT PACKAGING

Avamoplast is one of the first packaging manufacturers in the Benelux to offer its clients the opportunity to display the claim that their PP or PE packaging consists of 100% recycled or bio-based plastic, on their packaging. With assorted official ISCC PLUS guarantee logos. The percentage you choose to be certified must lie between 20 and 100, and will be included in the logo. This way, the consumer will be informed directly and transparently about sustainability efforts in the entire production chain.





ABOUT AVAMOPLAST

Avamoplast is a mono-material plastic packaging manufacturer. The family business focuses on various sectors of industry where tailored, efficient and automated packaging processing are a top priority, like the food and medical industries.

Avamoplast was founded in 1993 by André Van Moeseke and grew from his personal experience with - and passion for - plastics. Indeed, it was André who saw the vast potential plastic had in food packaging. Down the line, Avamoplast gradually started specialising in the development and production of single-use plastic food packaging, an evolution that internally led to an organic drive for more sustainability and the decision to go for mono-plastic and recycled raw materials.

EACH TONNE WE BRING ONTO THE MARKET THROUGH MASS BALANCE IS ONE TONNE LESS WE TAKE FROM CONVENTIONAL FOSSIL FUELS, WHICH MEANS A SIGNIFICANT STEP TOWARDS A MORE CIRCULAR WORLD.

Tom De Vlamincq, Operations Manager, Avamoplast



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