



Sustainable packaging guideline – Focus paper & cardboard

A1 Telekom Austria Group contribute towards the transition into a circular economy. We aim to achieve this by transforming our business model into a circular business (model) as time progresses. One of this steps include the transition to sustainable packaging.

Introduction: Sustainable Packaging

Sustainable packaging is designed to maximise the re-use and recovery of materials used. This is aimed at longevity, full substitution for virgin materials of the same type and/or the use of renewable materials.

Sustainable packaging design refers to the principle of cyclic approaches. Products should be designed and produced in a way which, after use, permits the recovery of materials to a high degree (to be employed as secondary raw materials), the reuse of the packaging, and/or the manufacture of the packaging from renewable raw materials.

Focus area of sustainable packaging

The majority of our packaging is mainly made of paper and cardboard. That is why, the quality criteria set in this document are mainly applicable for paper and cardboard.

However, the use of plastic and its avoidance should also be kept in mind. A1 Telekom Austria Group aims to make sure that the plastic packaging we procure and send to the customer can be reused, recycled or composted. We avoid using packaging material from polystyrene (PS), expanded polystyrene (EPS), polycarbonate (PC), polyvinyl chloride (PVC).

Main principles for sustainable packaging design

Materials and additives

- The material used should be **as homogeneous as possible** (e.g., outer packaging as well as inner packaging made out of paper) and free from additives
- **Use of monomaterials** or **material combinations that permit recycling** is preferable.
- Where possible, **recycled material** should be used

Printing ink, glue and decoration

- The printing inks used must be in conformity with the EuPIA Exclusion List
- The packaging should be considered as a whole, and should consist of a limited number of different materials or of material combinations that can be easily separated. (e. g. decoration stickers that can easily be removed)



Quality criteria for paper and cardboards

To be considered as "Sustainable packaging", the packaging must match the standard "very good" or "good" in all eight categories ("origin of fibres", "coating", "Application of glue", "ink", "print" "inner packaging" and "decoration", "manuals"). Please provide evidence documents, e. g. if the origin of fibres is 100% from recycling fibres – please provide proof.

Categories		Very good	good	limited	poor
Outer Packaging	Origin of fibres	90-100% Recycling fibres (wood)	Paper/ cardboard with FSC / PEFC label or >70% recycling fibres	Fibres derived from wood	Non-woody plants such as hemp, grass, cotton etc.
	Coatings	Without any coating	Without any coating	One-sided plastic	Plastic coating on both sides
	Glue	No glue used	No glue used	Glue used	Glue used
	Ink	<ul style="list-style-type: none"> o 90-100% mineral oil free o EuPIA-compliant ink* 	<ul style="list-style-type: none"> o More than 80% Organic oil based (e. g. soja, herb oil etc.) o Exclusion of palm oil in ink o EuPIA-compliant ink* 	<ul style="list-style-type: none"> o 50-80% of organic oil based ink (e. g. soja, herbal oil etc.) o No exclusion of palm oil o EuPIA-compliant ink* 	Over 50% mineral oil based ink
	Print	Single color print	Maximum of two color print	Multi color print	Multi color print
Inner packaging & other material	Inner packaging	Paper or cardboard based material as inner packaging Zero plastic for inner packaging	If plastic is used as a inner material it must contain 80-100% of recycled plastic	If plastic is used as a inner material it must contain 80-100% of degradable plastic	Plastic is used
	Decoration	No stickers unless necessary ones e. g. with serial number No additional give aways	No stickers unless necessary ones, e. g. with serial number No additional give aways	Stickers Additional give aways	Stickers Additional give aways
	Manuals	Manuals and information material online only (unless legally required ones) No further advertising or other material (unless legally required ones)	Manuals and information material are printed environmental friendly (see "origin of fibre", "coating", "ink") – 4 color print possible	Manuals are not printed environmental-friendly	Manuals are not printed environmental-friendly

*More Information on the EuPIA guidelines see www.eupia.org