

Sorting Info

A simplified guide to the new sorting label for household packaging and graphic paper

October 2023 - New updated version

CITEO

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01

Context

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This guide provides all the information and guidelines you need to add the new mandatory harmonised Sorting Info label (called "Info-tri" in France) to your household packaging and graphic papers.

The aim of this guide is to provide consumers with the information they need and ensure you are in compliance with the new regulatory requirements (Article 17 of the French AGEC Law and Decree no. 2021-835 of 29 June 2021).



Citeo's role

We are here to support and guide you in creating your Sorting Info label. The new Sorting Info label was created with the following three key aspects in mind:

- **Guaranteeing regulatory compliance** for the label (compliance with the requirements of the French AGEC Law),
- **Ensuring the information is passed onto consumers effectively** (easy to understand, useful and incentive-based),
- **Making the label easy to implement** for your teams (advice and wide choice of options).

Please note, however, that although Citeo will support you in meeting your obligations, it is neither a control body nor qualified to provide approval concerning the compliance of your markings.

What does the law say?

According to Article 17 of the AGEC Law and its implementing decrees, since 1 January 2022 companies have been obligated to provide a label with sorting or bringing instructions for consumers.

What are the most important points to remember?

- The sorting instructions provided on household packaging and graphic papers have been harmonised to inform consumers that they need to place all of their paper and packaging in the sorting bin or container without exception and regardless of recyclability.
- This harmonised label displaying sorting instructions (Sorting Info) has been mandatory on household packaging and graphic papers since 1 January 2022. It must be accompanied by the Triman logo, **regardless of whether the paper or packaging can be recycled.**
- The Sorting Info label, which has been approved by the French authorities, is now a standard mandatory marking that is much valued by consumers. Consequently, the former markings used for sorting instructions have been banned since 9 March 2023.
- Any failure to display the obligatory sorting information (mentioned in Articles L. 541-9-1 to L. 541-9-3 of the French Environmental Code) is subject to an administrative penalty, which may not exceed €3,000 for a natural person and €15,000 for a legal entity (Article L. 541-9-4 of the same code). Please note that the French authorities are responsible for issuing penalties, not Citeo. Please further note that each individual product item number identified as non-compliant during checks will be considered a failure to comply.



Please note:

There are some exceptions that are covered in the **Special cases** section of this guide. (pages 31-33).

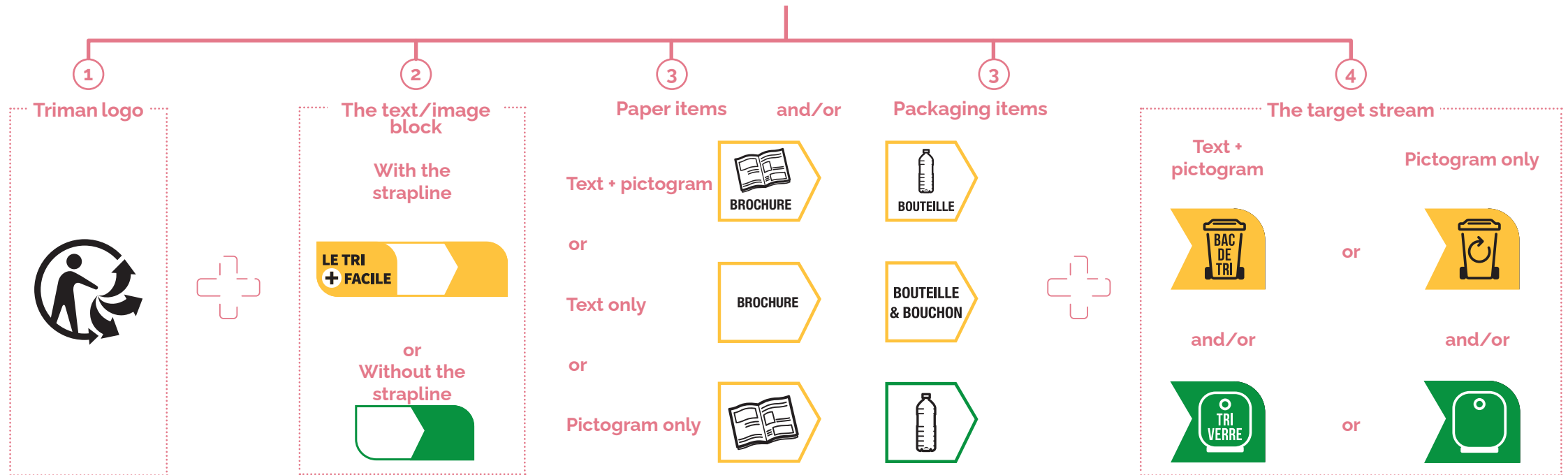
02

Sorting Info design aspects

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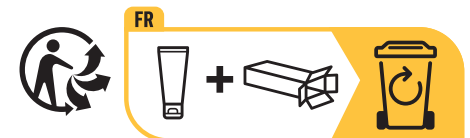
The components of the Sorting Info marking

4 ELEMENTS TO BE INCLUDED



An additional obligation for packaged products sold in France and abroad

The "FR" tab, added to the text/image block, is mandatory when the product is sold in France and abroad. It tells the foreign consumer that the sorting instructions apply to France only. For more information, go to page 15.



1. The Triman logo

The Triman logo does not indicate that the product (in this case paper or packaging) is recyclable. It simply tells the consumer that a sort or bring rule applies to the product.

In accordance with Article 17 of the AGEC Law, the logo is now mandatory and needs to be placed alongside the Sorting Info (i.e. the sorting instructions).



Specific information on size

In accordance with the original terms of use for the logo, issued by ADEME (French agency for ecological transition), the Triman logo should not be smaller than a given minimum size:

Standard minimum size:



Compact minimum size:



All the Sorting Info formats presented by Citeo have been designed with these minimum-size requirements in mind.

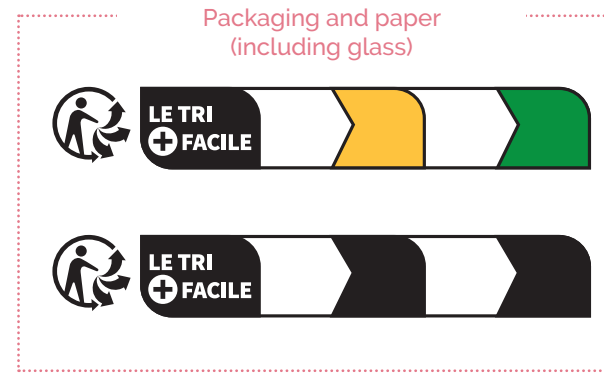
Good to know!

If the Sorting Info design chosen includes colours, the Triman should always be black. unless legibility is an issue. If the Sorting Info is in monochrome, the Triman can be of the same colour as the Sorting Info as long as it remains legible, otherwise it should be in black.

2. Text/image block: choosing the colours

COLOURS

MONOCHROME
OF YOUR
CHOICE



Good to know

Green and yellow are the standard colour codes used for sorting glass packaging (green) and other packaging and paper (yellow) in France. There are still a few local exceptions, but the AGEC Law requires these colour codes to be rolled out for all sorting bins and containers by 2025.



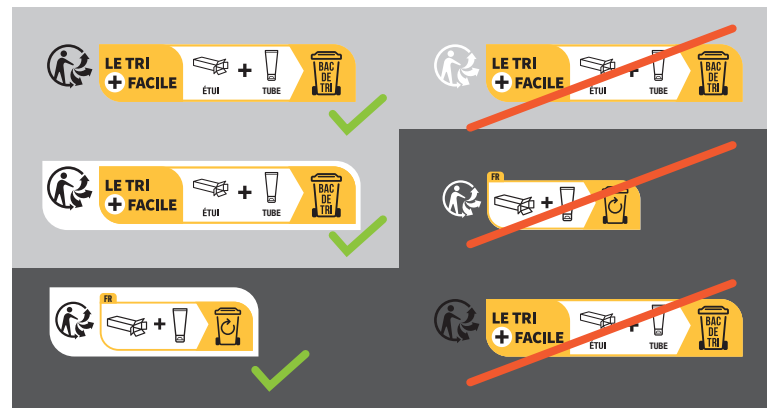
Pantone 123 C
Co M25 J86 No



Pantone 2258 C
C85 Mo J100 N20

Examples of background colours

The choice of label options should always take legibility into account with regard to the background.

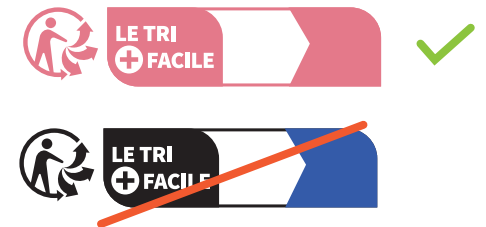


Permitted

Not permitted

Good to know:

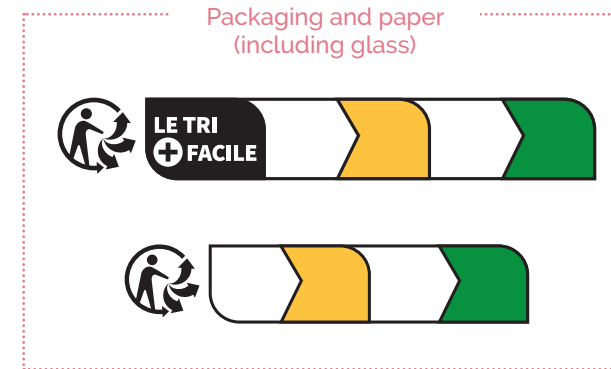
For **monochrome versions**, the idea is to use a single colour. It can be black or any other colour of your choice (blue, brown, etc.). However, you are not allowed a mix of colours.



2. Text/image block: deciding on the call to action

WITH THE STRAPLINE "Le tri + facile" (SORTING MADE SIMPLER)

WITHOUT THE STRAPLINE



Please note:

"Le tri + facile" – why is this strapline important?

This positive statement highlights why simplifying sorting for all packaging and paper is great for consumers: it makes sorting simpler. Surveyed consumers feel it encourages sorting and they associate the service value it creates to the brands concerned.



**LE TRI
+ FACILE**

The strapline "Le tri + facile" gives **1 out of 2 consumers** the impression that sorting has become easier.⁽¹⁾

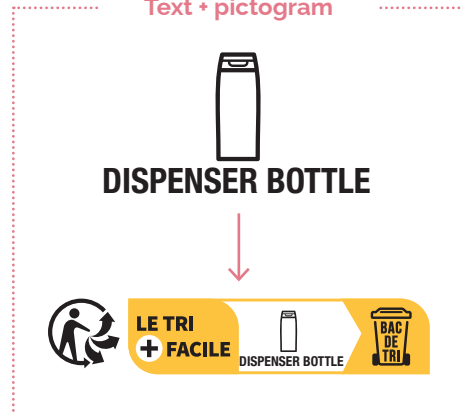
(1) Source: Sorting Info preliminary tests – Action Plus Shopper Research/Citeo (2020-2021)

3. Representing the elements to be sorted

PACKAGING CAN BE REPRESENTED IN ONE OF THREE WAYS

Example of Sorting Info for a bottle only sold in France

Text + pictogram



Text only

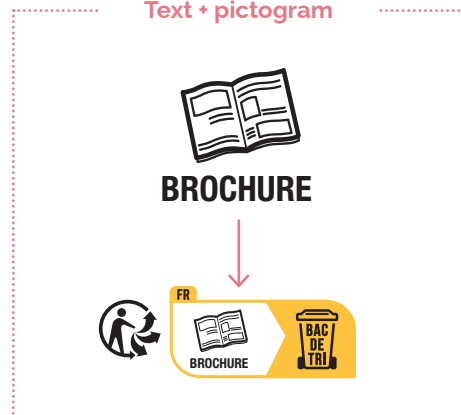


Pictogram only



Example of Sorting Info for a brochure distributed in France and abroad

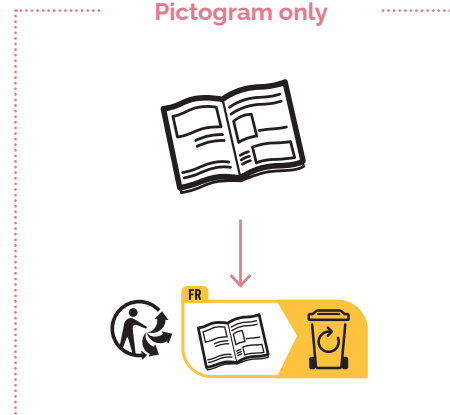
Text + pictogram



Text only



Pictogram only



Good to know:

Separable elements Household packaging

Only packaging elements that have to be removed or separated from the main packaging to access the product (e.g. a cover or lid on a jar, a tube taken out of a box, etc.) need to be represented in the Sorting Info. Packaging elements that do not have to be removed for the product to be consumed or used (e.g. a pump or spray on a bottle, a sleeve on a bottle or jar, etc.) should not be represented – they are part of the main packaging element.



Graphic paper

Any paper element that has to be detached or pulled out from packaging to be read (e.g. a letter in an envelope, or a leaflet in a box) needs to be represented in the Sorting Info.



4. Representing the target stream

THE STREAM CAN BE REPRESENTED IN ONE OF TWO WAYS

Text + pictogram



Pictogram only



The texts and the pictograms of the containers have been approved by the French authorities and may not be changed or customised.

Example for paper sold in France only



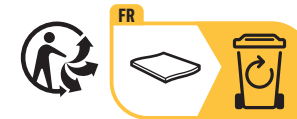
Example for exported packaged products



Example for packaged products sold in France only



Example for exported paper products



Why use a circular arrow on the bin rather than the Möbius loop (recyclability symbol)?

In France, paper and packaging are generally disposed of in the same sorting bin. That is why we have created a harmonised label used for packaging and paper, making it easier for consumers to recognise. Although most packaging can be recycled, some cannot because of disruptive elements or lack of recycling streams. Now that there is a unique, harmonised sorting rule, it would be misleading for consumers if the Möbius loop featured on the sorting bin (which is now used to discard all types of packaging, regardless of recyclability). It was therefore felt that a circular arrow would better represent the purpose of the sorting bin. The symbol is understood by 7 out of 10 consumers⁽¹⁾.



(1) Source: preliminary tests conducted on a representative sample of 1,280 consumers – Action Plus Shopper Research/Citeo (Phase 3 - June 2021)

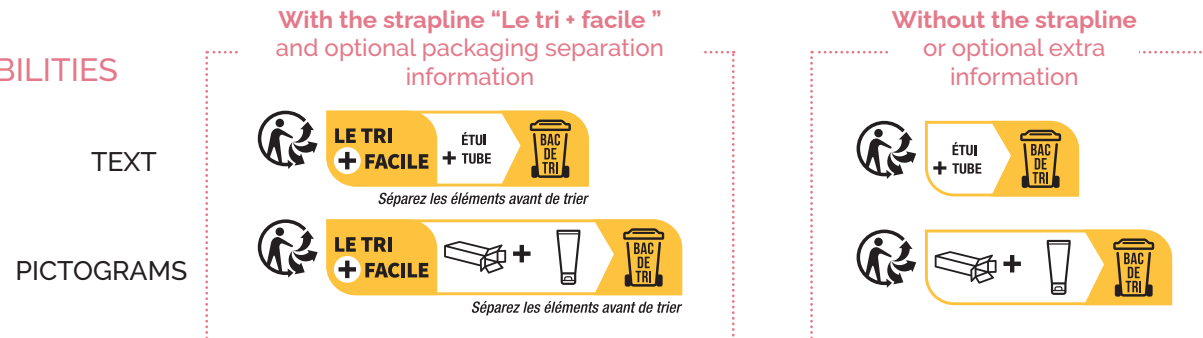
5. Examples of Sorting Info labels

PRODUCTS SOLD IN FRANCE ONLY



Please note:
All the examples and their alternatives can also be created in a monochrome version.

OTHER POSSIBILITIES

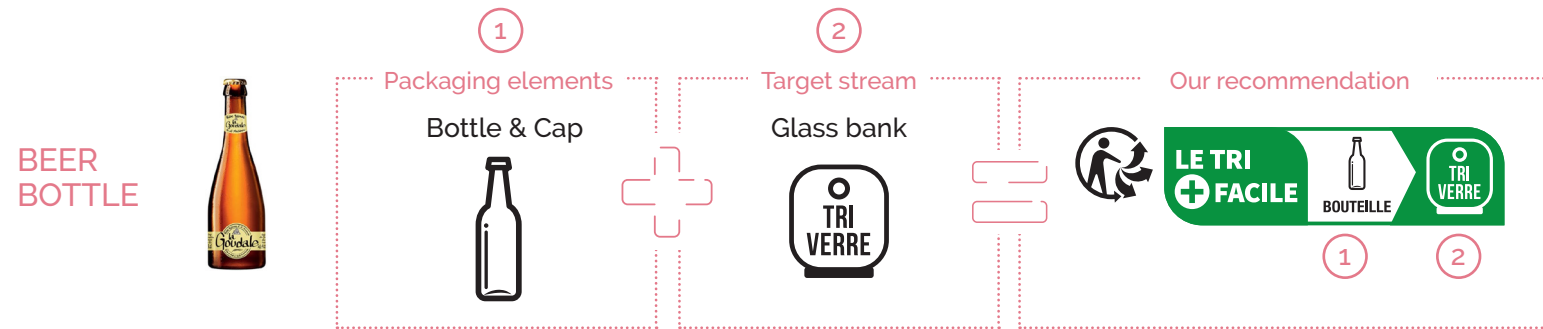


41% of consumers believe that the text which accompanies the pictograms helps to explain, reassure and avoid misunderstandings, especially for elements that are difficult to represent as an image. In addition, **2 out of 3 surveyed consumers** prefer the pictogram including the wording "bac de tri" (sorting bin), as they feel it is more explanatory than a pictogram with no text.⁽¹⁾

(1) Source: preliminary tests conducted on a representative sample of 1.280 consumers in ESI areas - Action Plus Shopper Research/Citeo (Phase 3 - June 2021)

5. Examples of Sorting Info labels

PRODUCTS SOLD IN FRANCE ONLY



OTHER POSSIBILITIES



Bottle tops and caps

To ensure very small components are recovered and to prevent littering, bottle tops and caps should be left on all types of bottles and tubes.

They now need to be represented in the pictogram of the packaging or, if you are only using text, mentioned as part of the main packaging element by adding an "&" sign.

See p.33 for more information.

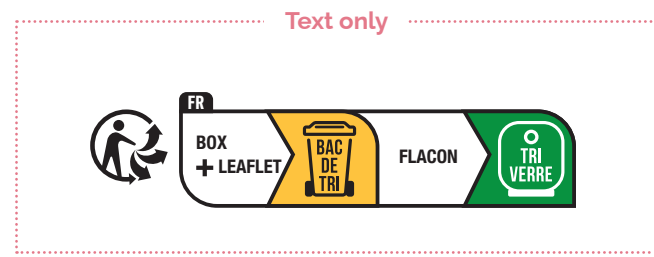
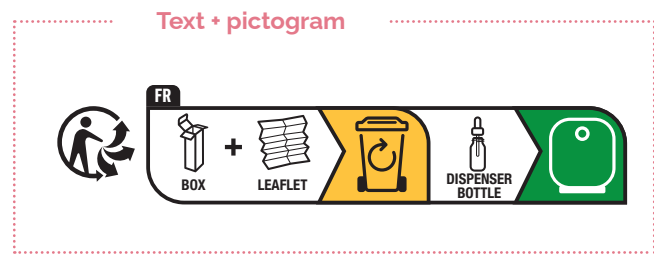
5. Examples of Sorting Info labels

PRODUCTS SOLD IN FRANCE AND ABROAD

COSMETIC CREAM PACKAGING



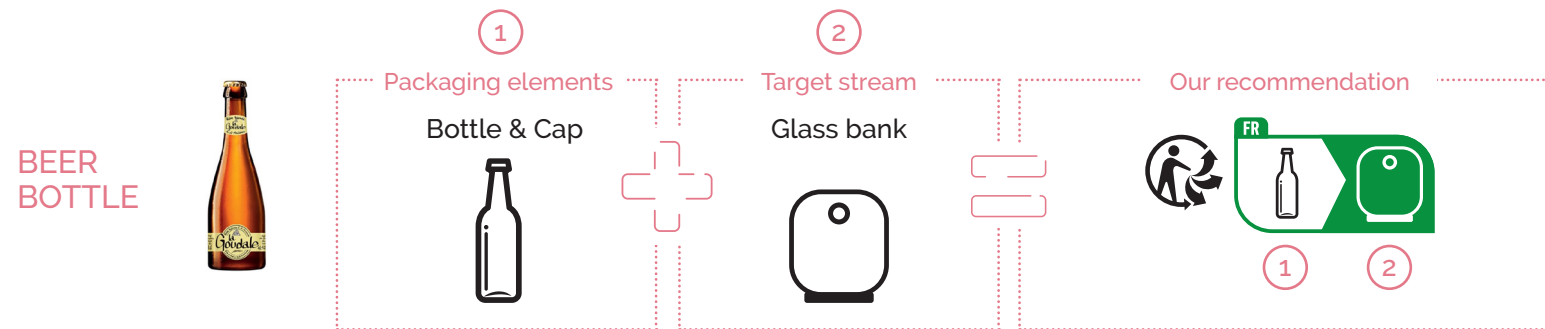
OTHER POSSIBILITIES



Sorting Info design aspects

5. Examples of Sorting Info labels

PRODUCTS SOLD IN FRANCE AND ABROAD



OTHER POSSIBILITIES



03

Sorting Info components

page 18 > page 29

1. Graphic standard elements to be used

Sorting Info exclusion zone FRANCE

The Sorting Info's exclusion zone should be **three** times the thickness of the border line.

This zone (1a) must always be clear of any element that may affect the legibility of the sorting info.

If the background is busy, this zone is represented by a white box: a **legibility block** (1b).



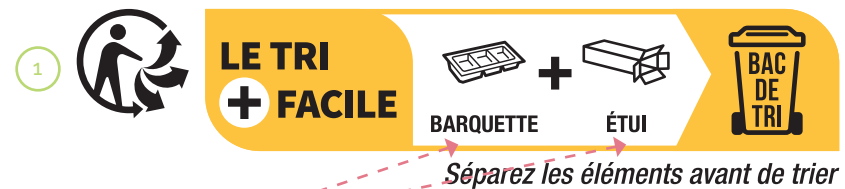
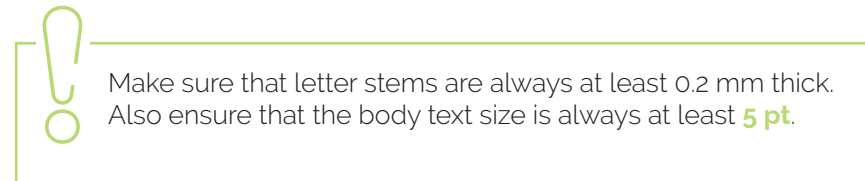
Sorting Info typeface and font FRANCE

Packaging elements (2a)

Helvetica Neue 77 Bold Condensed in capital letters

Optional extra information (2b)

Helvetica Neue 67 Medium Condensed Oblique



Helvetica Neue 77 Bold Condensed at 100%
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 67 Medium Condensed Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

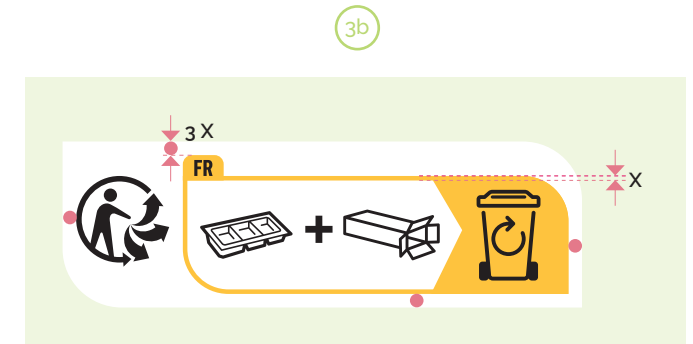
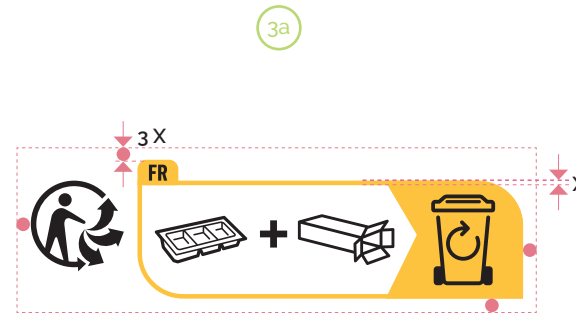
1. Graphic standard elements to be used

Sorting Info exclusion zone EXPORT

The Sorting Info's exclusion zone should be **three** times the thickness of the border line.

This zone (3a) must always be clear of any element that may affect the legibility of the sorting info.

If the background is busy, this zone is represented by a white box: a **legibility block** (3b).



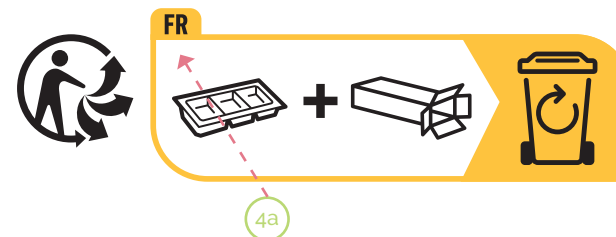
Sorting Info typeface and font EXPORT

Country code (4a)

Flama condensed bold

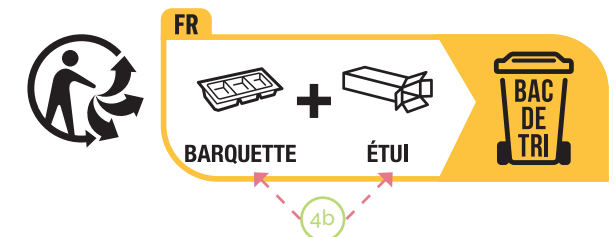
Packaging elements (4b)

Helvetica Neue 77 Bold Condensed in capital letters



Flama Condensed Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

If you use the "text + pictograms" version.



Helvetica Neue 77 Bold Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

1. Graphic standard elements to be used

Packaging item pictograms

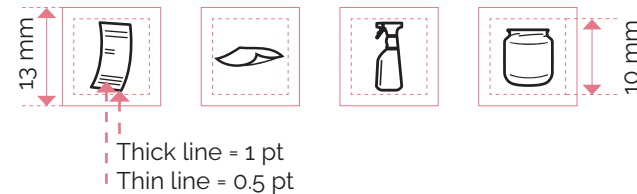
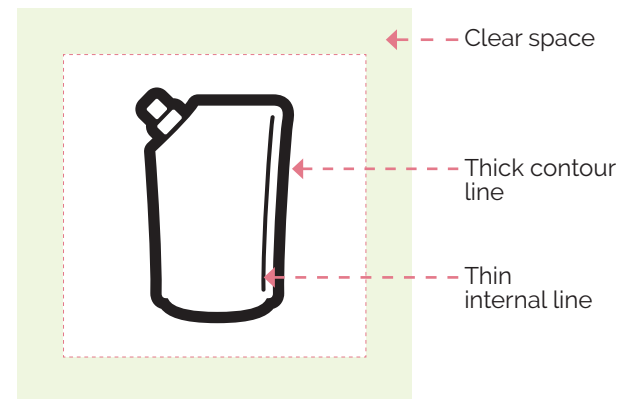
Creating customised pictograms

You can design new paper and packaging outline drawings if necessary. In that case, you need to apply the following rules:

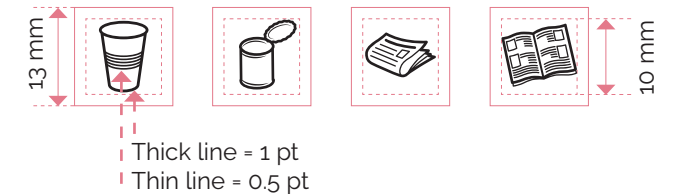
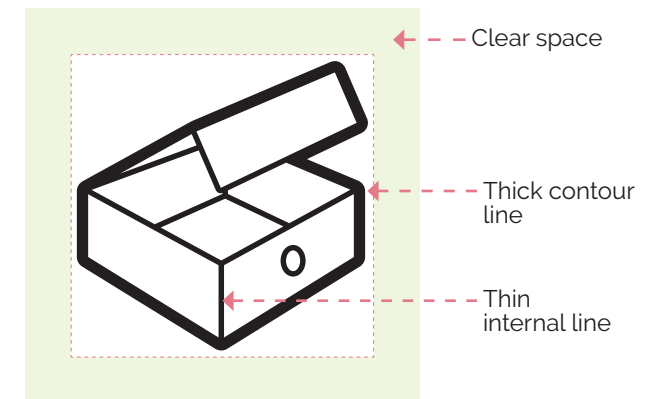
- the outline should preferably be a line drawing and not include more than two line thicknesses (a thicker line for the main contour and a thinner line for the internal details),
- the outline should be either a profile drawing (A) or an isometric 3D drawing (B),
- the drawing needs to fit into a 10 x 10 mm box, which in turn needs to fit into a 13 x 13 mm box (default height of the standard Sorting Info text/image block), with a clear space of 1.5 mm all around.

If you design new pictograms in compliance with the above instructions, they do not need to be approved by Citeo.

Examples of profile pictograms (A)



Examples of isometric 3D pictograms (B)



You will find the standard pictograms available per business sector in the graphics files associated with this guide.



















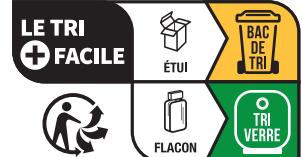



1. Graphic standard elements to be used

The format

The Sorting Info format can vary according to the number of items to be sorted and any limits imposed by their shape or size.

We have a selection of **different layouts** to make it easier to incorporate Sorting Info onto your packaging. Each one is available **in 2 versions**:

- A Standard:** This is the main version: It should be used by default if there is sufficient space on the packaging, and can be enlarged.
- B Compact:** This version should only be used if space is limited. **It cannot be reduced in size** as the Triman logo used is already set at the minimum height of 6 mm authorised by ADEME.

	A Standard layout 		B Compact layout 	
HORIZONTAL	<p>with the strapline "Sorting made simpler"</p>  	<p>without the strapline</p>  	<p>with the strapline "Sorting made simpler"</p>  	<p>without the strapline</p>  
VERTICAL	 	 	 	 
GROUPED				

See pages 22-29 for the technical characteristics of elements making up the Sorting Info.

Sorting Info – France

Horizontal format

A Standard: the height of the legibility block is 16 mm (19 mm with the optional extra information).

The elements (pictograms and/or text) should fit into a 13 x 13 mm box.

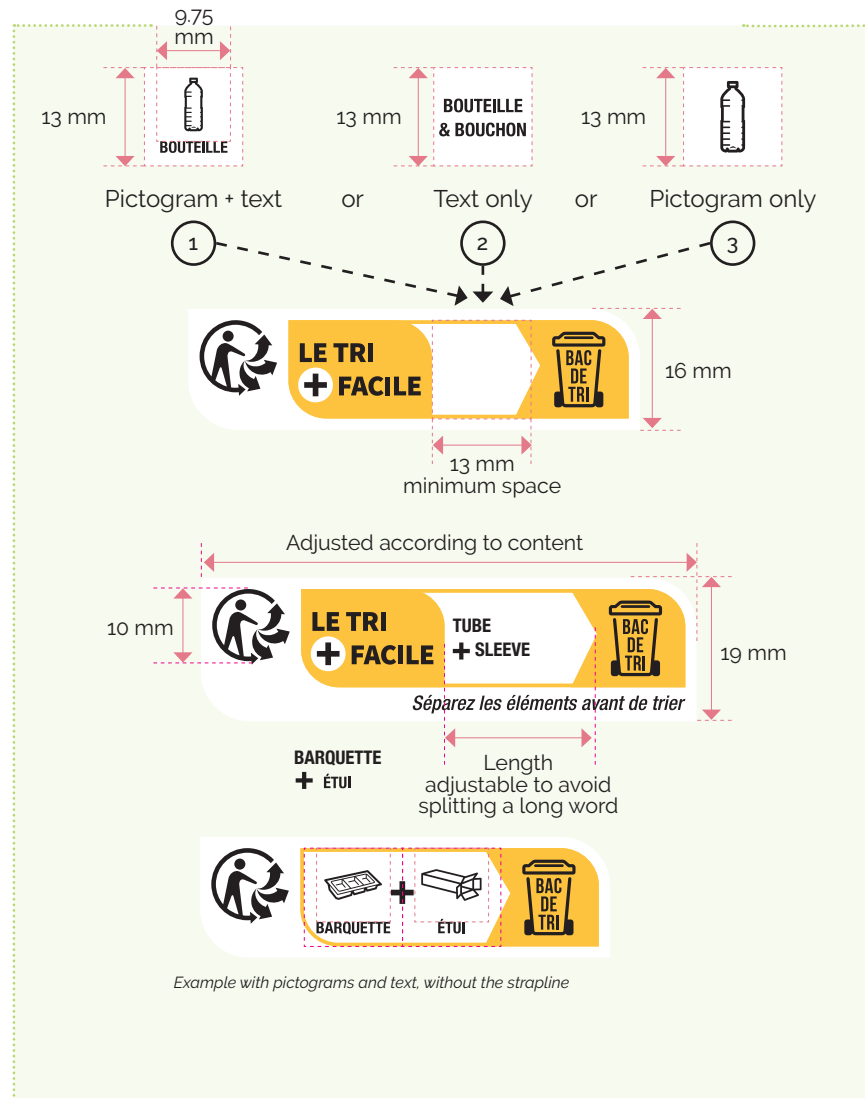
In exceptional cases, the box can be widened to accommodate long words and avoid word breaks.

B Compact: the height of the legibility block is 8 mm (10.8 mm with the optional extra information).

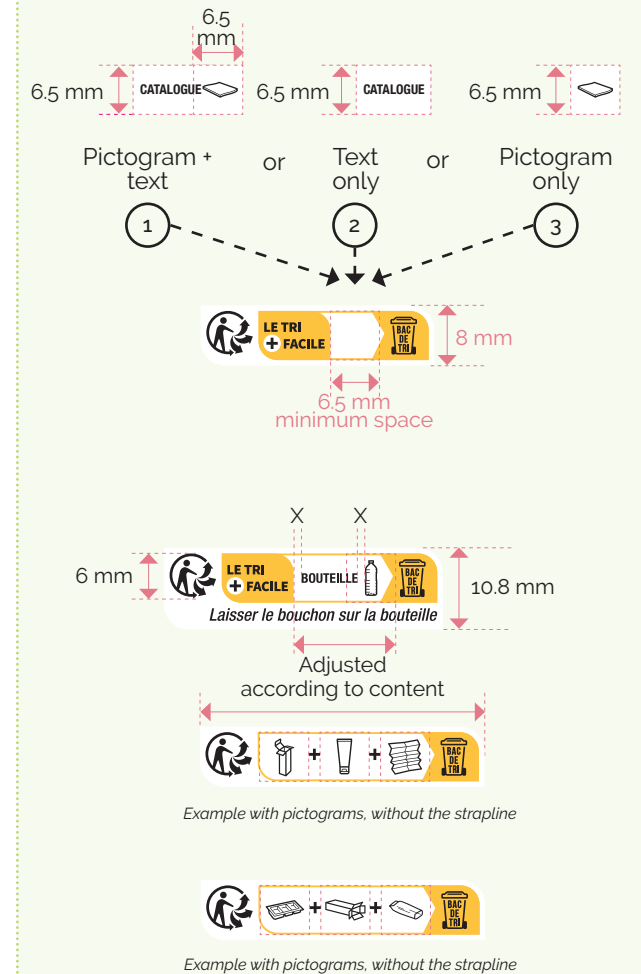
The elements (pictograms and/or text) should fit into a rectangle with a height of 6.5 mm.

The ratio between the legibility block and the elements (pictogram and/or text) needs to be kept if you enlarge the Sorting Info block. All the elements need to be optically centred in the white space in the Sorting Info block.

A Standard layout



B Compact layout



Sorting Info – France

Vertical format

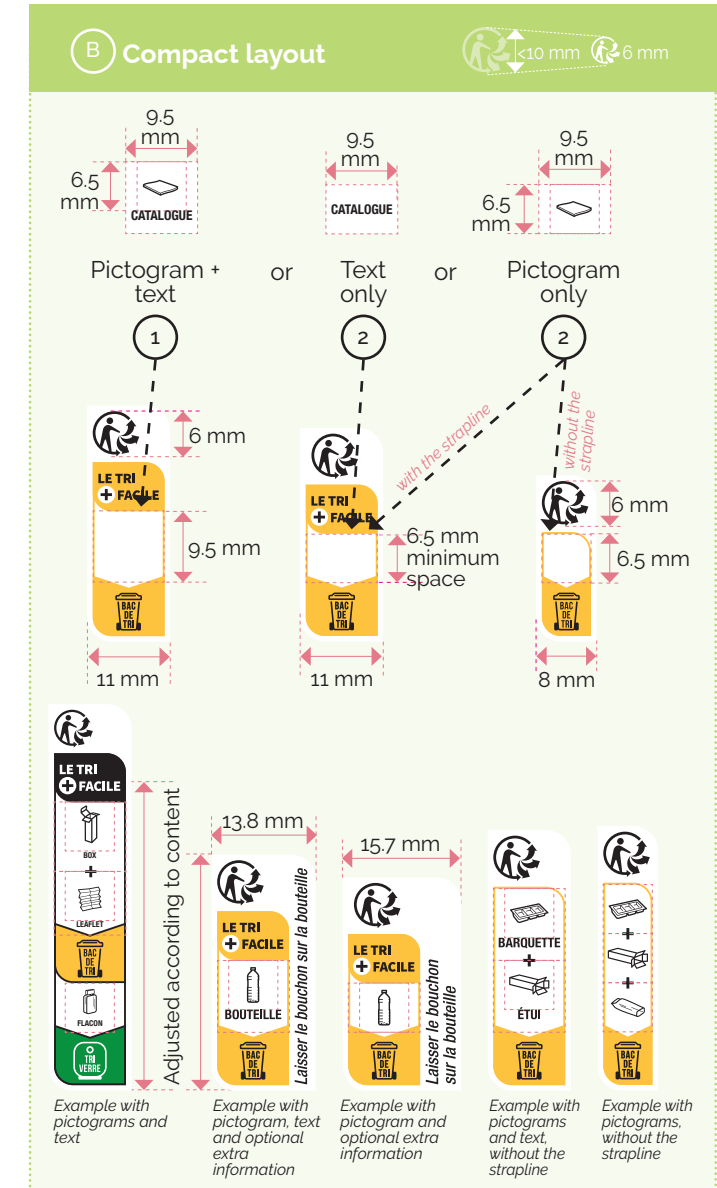
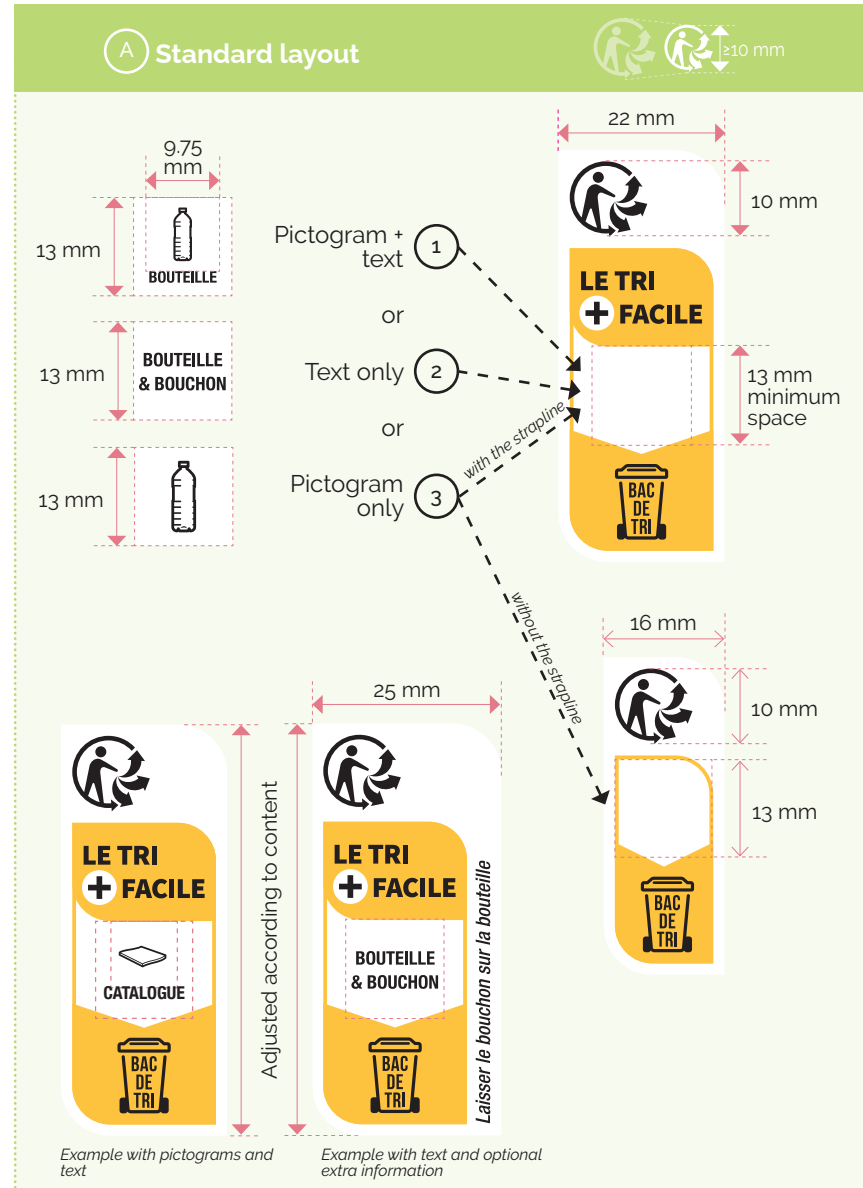
- A Standard:** the width of the legibility block is 22 mm (or 16 mm without the strapline) and the elements (pictograms and/or text) should fit into a 13 mm square box.

If you add the optional extra information, the width of the legibility block will be 25 mm (19 mm without the strapline).

- B Compact:** the width of the legibility block is 11 mm (or 8 mm without the strapline) and the elements (pictograms and/or text) should fit into a rectangular box.

If you add the optional extra information, the width of the legibility block will range from 13.8 to 15.7 mm (10.8 to 15.7 mm without the strapline).

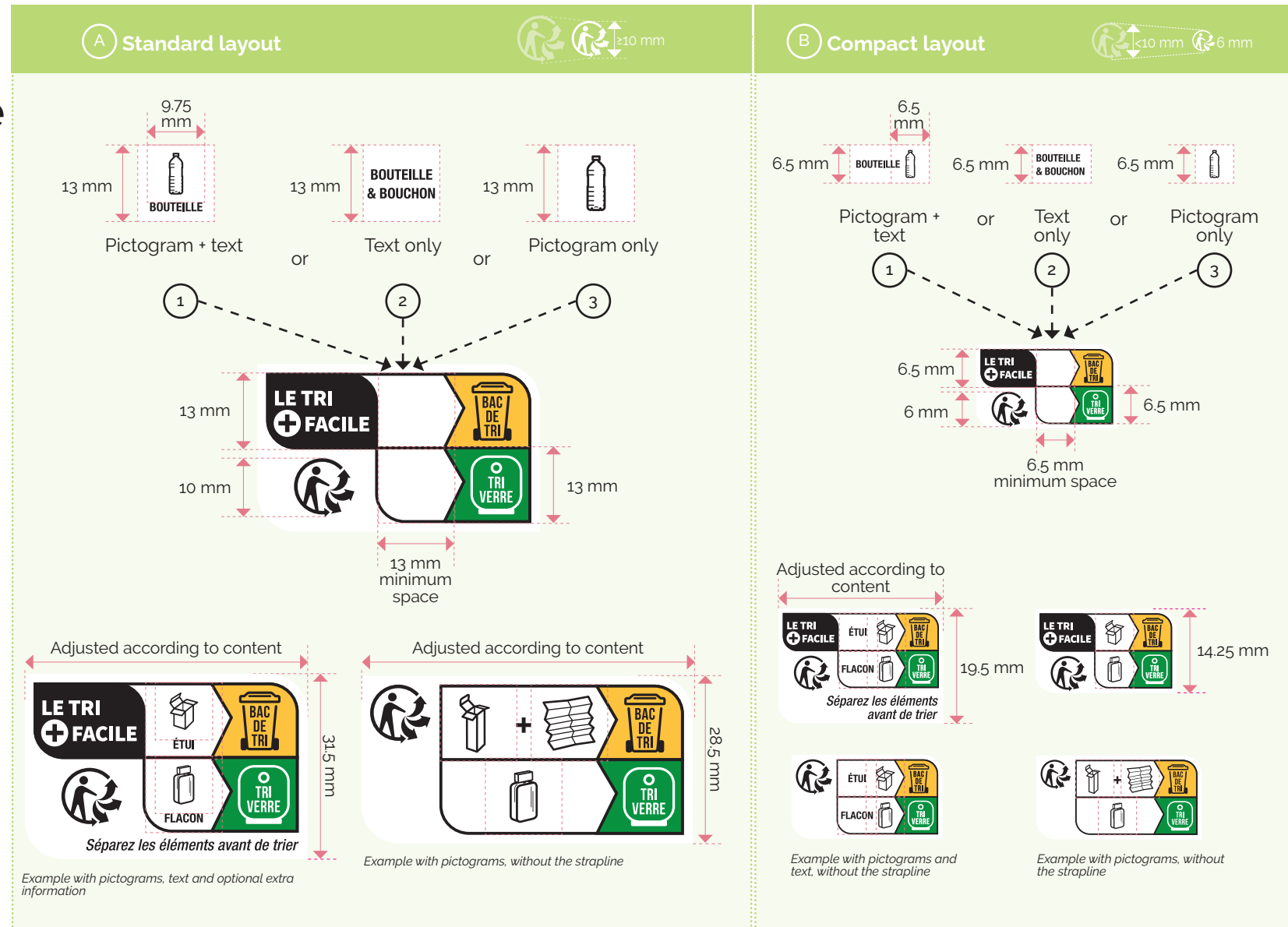
The ratio between the legibility block and the elements (pictogram and/or text) needs to be kept if you enlarge the Sorting Info block. All the elements need to be optically centred in the white space in the Sorting Info block.



Sorting Info – France

Block format

- A Standard:** this is your go-to version. The height of the legibility block is 28.5 mm (31.5 mm with the optional extra information). The elements (pictograms and/or text) should fit into a 13 x 13 mm box. In exceptional cases, the box can be widened to accommodate long words and avoid word breaks.
- B Compact:** this version should only be used if space is limited. It should never be reduced in size. The height of the legibility block is 14.25 mm (19.5 mm with the optional extra information). The elements (pictograms and/or text) should fit into a rectangle with a height of 6.5 mm.



The grouped version is only available for packaging destined for more than one recycling stream.

Sorting Info – Export

Please note that the Sorting Info label is governed by French law. Its purpose is to inform the consumer of the paper and packaging sorting rule **applicable to France's national territory** (mainland France and its overseas territories).

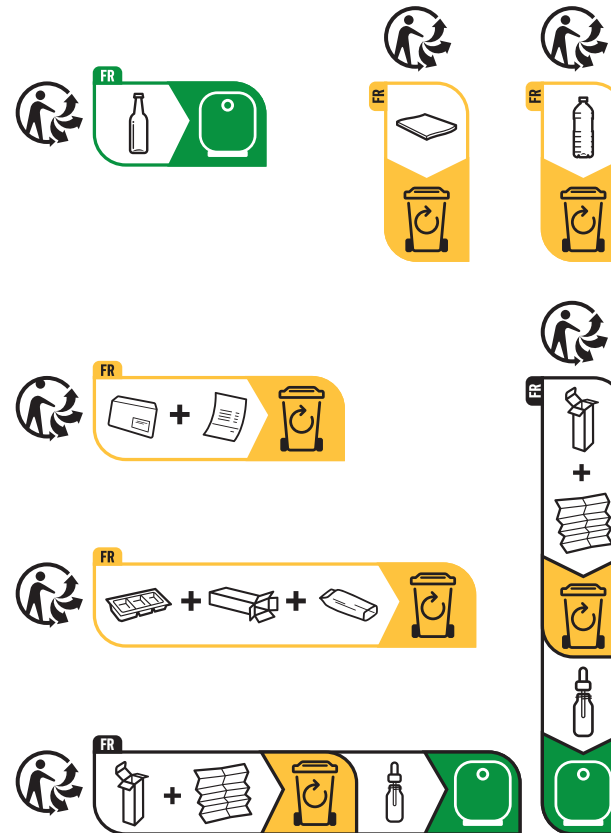
- 1 That is why the Sorting Info block on products marketed both in France and abroad has to include a tab labelled “FR”, to inform all the consumers who may buy the product that the rule applies to France only.
- 2 However, if the paper and/or packaging sorting rule is the same across several countries in which the product is marketed, other country code tabs can be added alongside the “FR” tab for the countries concerned.



Where scenario 2 is concerned, **colours other than black and white are prohibited** as the colour coding for sorting streams may vary from one country to another (read more about international Sorting Info on p. 29)

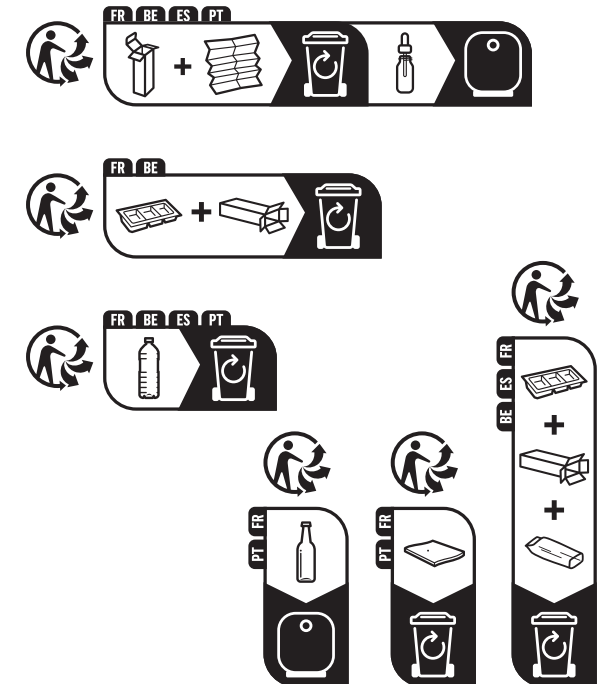
1

Examples featuring the “FR” tab



2

Examples for a sorting rule that is applicable both in France and in other countries



Please note:

the sorting instructions shown in this Sorting Info block are not real-life examples.

Sorting Info – Export

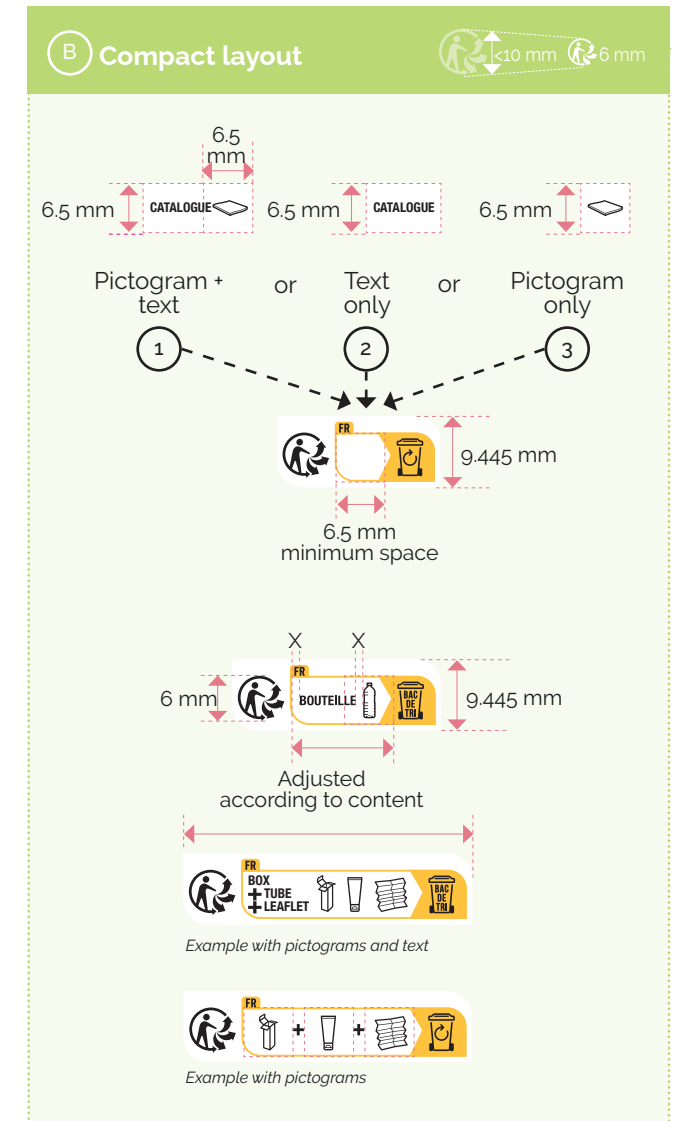
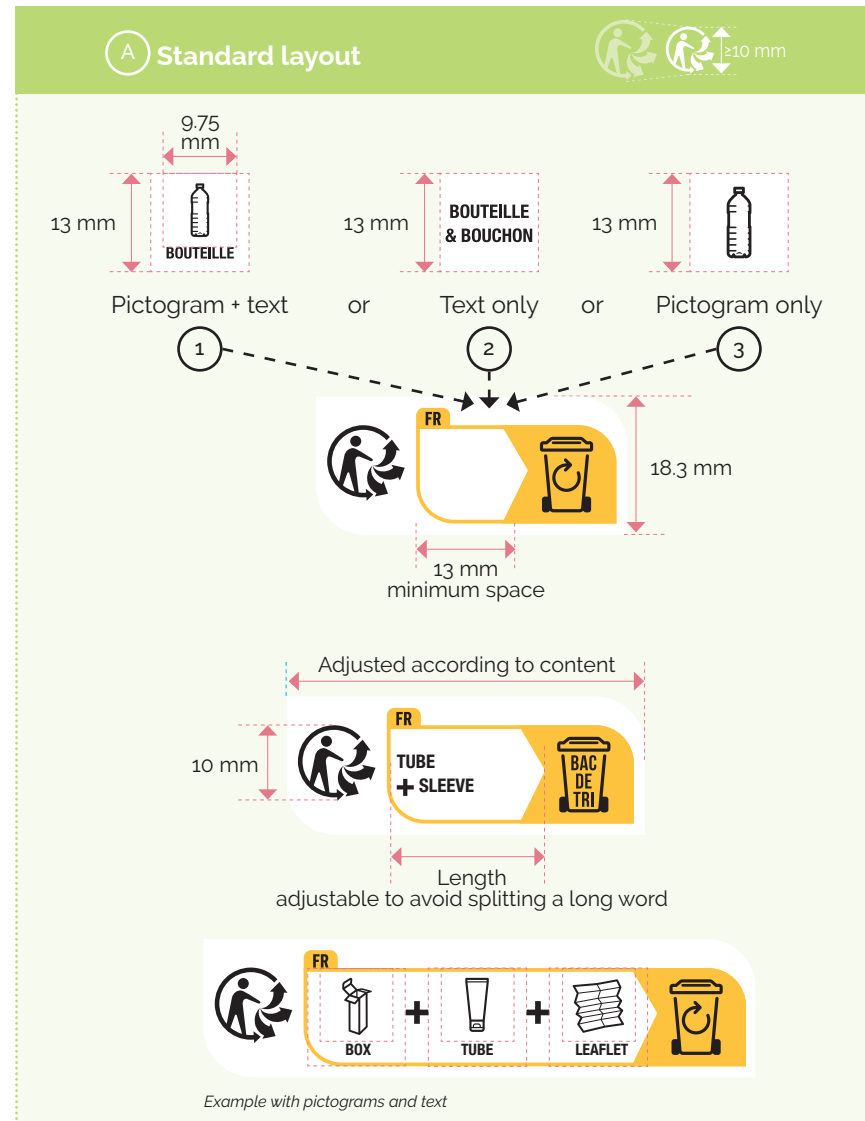
Horizontal format

A Standard: the height of the legibility block is 18.3 mm. The elements (pictograms and/or text) should fit into a 13 mm square box.

In exceptional cases, the box can be widened to accommodate long words and avoid word breaks.

B Compact: The height of the legibility block is 9.445 mm. The elements (pictograms and/or text) should fit into a rectangular box with a height of 6.5 mm.

The ratio between the legibility block and the elements (pictogram and/or text) needs to be kept if you enlarge the Sorting Info block. All the elements need to be optically centred in the white space in the Sorting Info block.

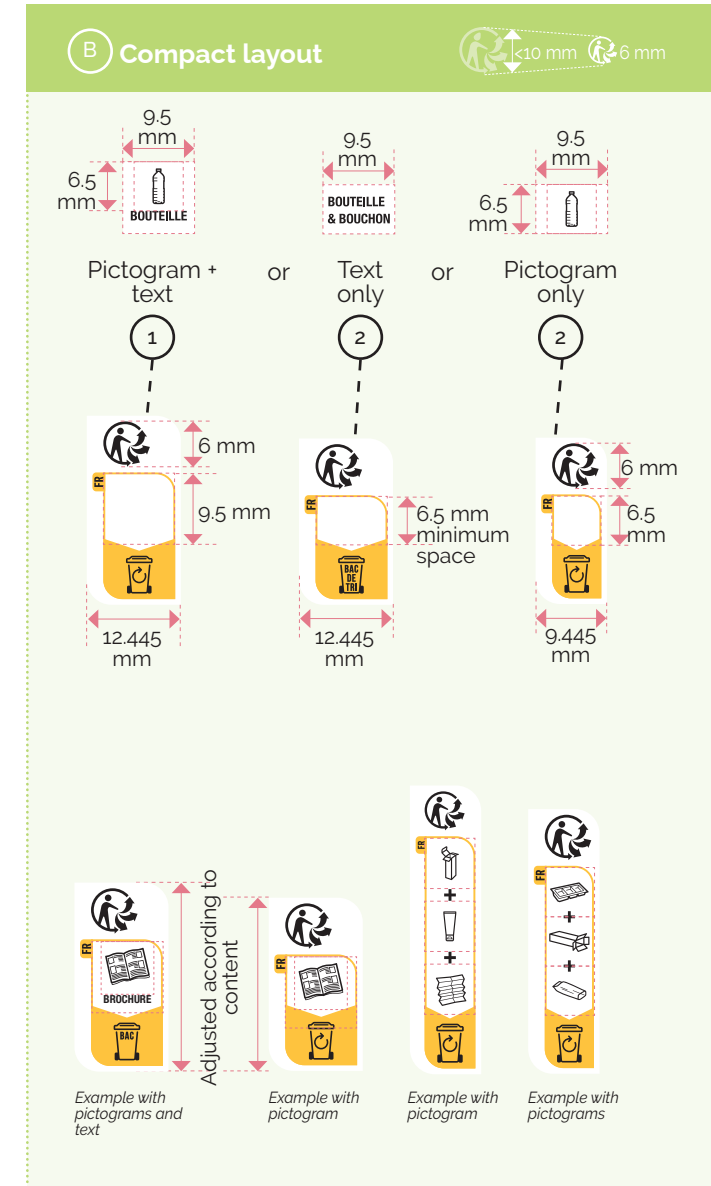
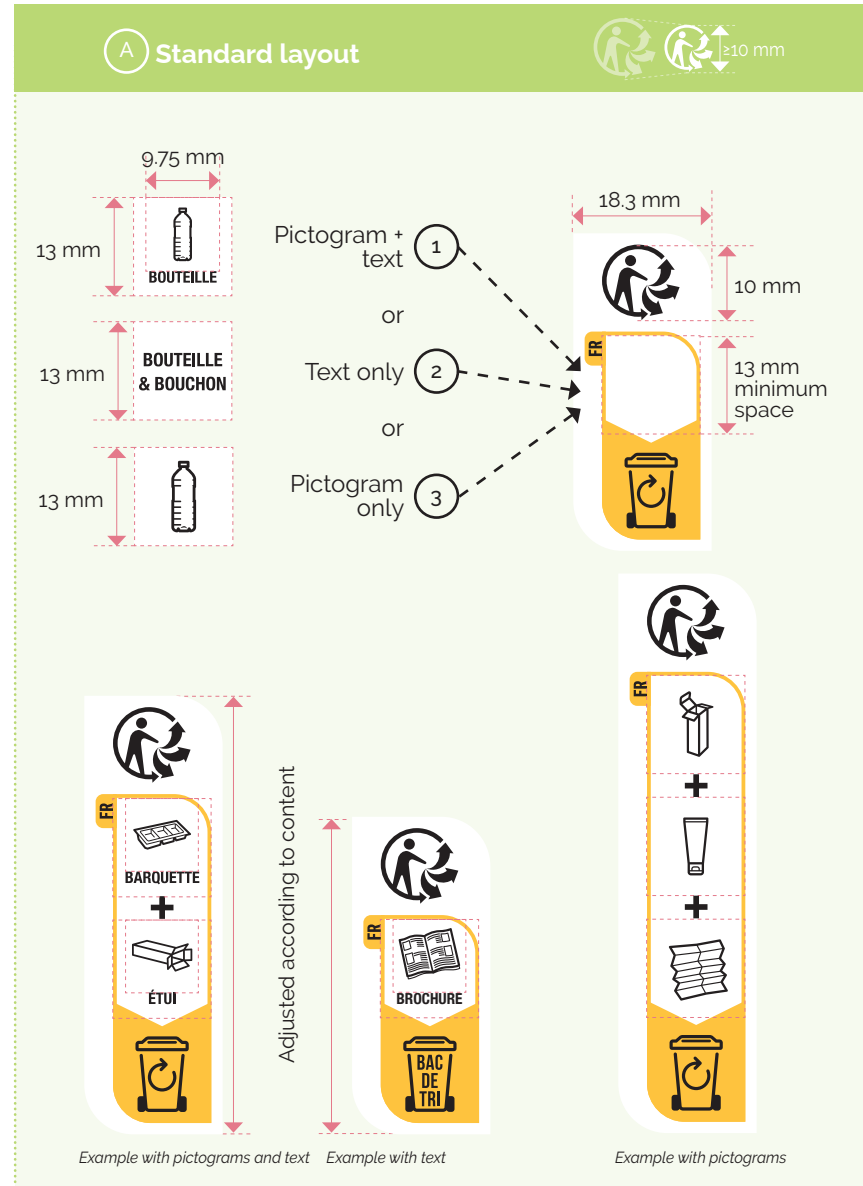


Sorting Info – Export

Vertical format

- A Standard:** the width of the legibility block is 18.3 mm and the elements (pictograms and/or text) should fit into a 13 mm square box.
- B Compact:** the width of the legibility block is 12.445 mm (or 9.445 mm without the strapline) and the elements (pictograms and/or text) should fit into a rectangular box.

The ratio between the legibility block and the elements (pictogram and/or text) needs to be kept if you enlarge the Sorting Info block. All the elements need to be optically centred in the white space in the Sorting Info block.



Sorting Info – Export

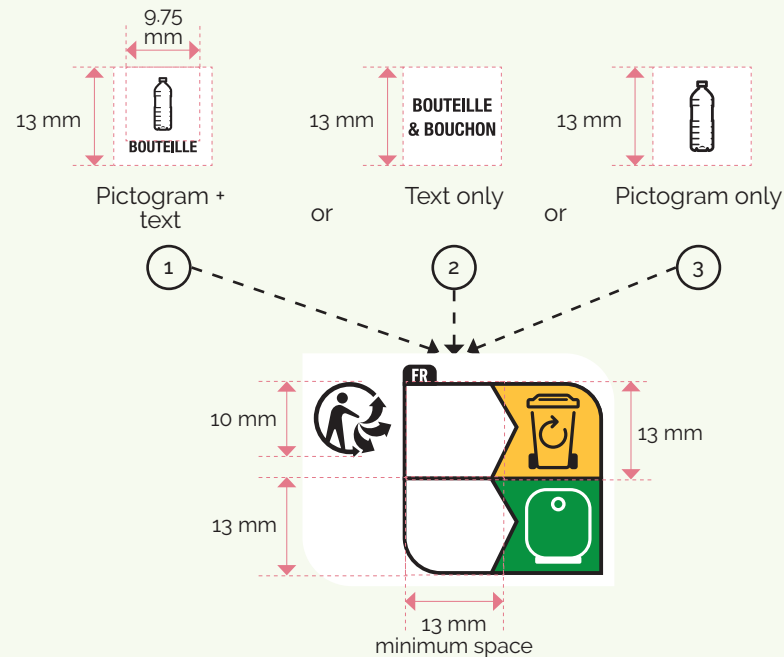
Block format

A Standard: the height of the legibility block is 30.8 mm. The elements (pictograms and/or text) should fit into a 13 mm square box. In exceptional cases, the box can be widened to accommodate long words and avoid word breaks.

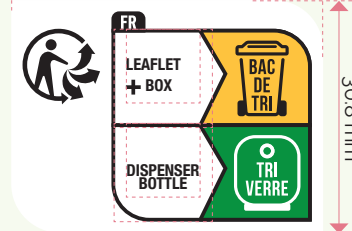
B Compact: The height of the legibility block is 15.67 mm. The elements (pictograms and/or text) should fit into a rectangular box with a height of 6.5 mm.

The ratio between the legibility block and the elements (pictogram and/or text) needs to be kept if you enlarge the Sorting Info block. All the elements need to be optically centred in the white space in the Sorting Info block.

A Standard layout



Adjusted according to content

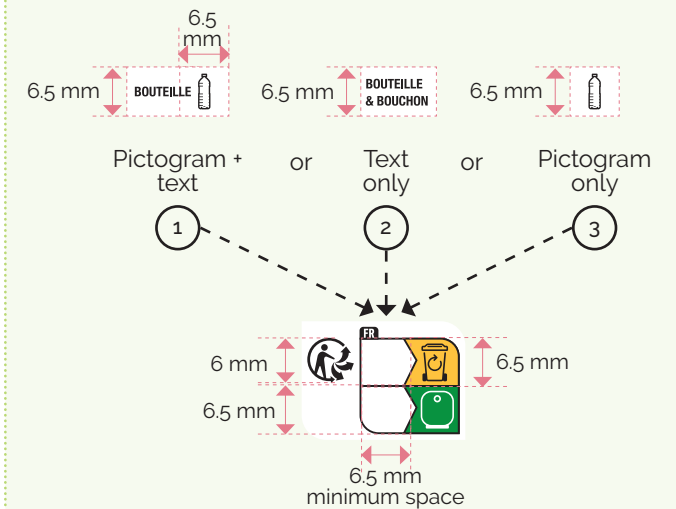


Example with pictograms and text

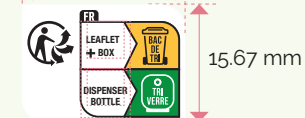


Example with pictograms

B Compact layout



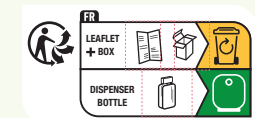
Adjusted according to content



Example with text and pictograms



Example with pictograms



Example with text

The grouped version is only available for packaging destined for more than one recycling stream.

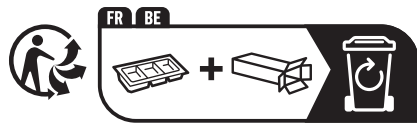
Sorting Info – Export

The international version

If you want to prepare for future regulatory developments in some of the countries to which you export your products, you can choose to add the sorting rules for the countries concerned thanks to the "international" version of the Sorting Info label. The above situation may arise if you export your products to countries which are considering making sorting information mandatory on packaging, without imposing a specific display format for it.

Important: if you wish to display sorting instructions for France as well as other countries with the same sorting rules, you can simply add extra tabs, which must always come after the "FR" tab.

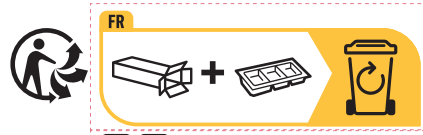
Additionally, given that the colour coding for streams is not always the same elsewhere as in France, the Sorting Info must be designed in black and white to avoid misleading foreign consumers.



Please note:

The sorting instructions shown on this page are not real-life examples.

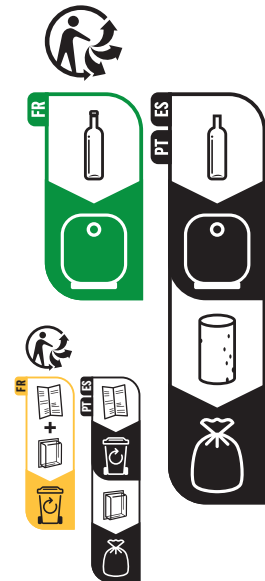
Examples



The first block shows the sorting instructions for France. The tab labelled "FR" is mandatory.



The second block is used to show the sorting instructions for countries where different sorting rules apply. This block is always printed in black and white.



04

Specific cases

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1. Glass packaging for beverages

Article 17 of the French AGEC Law states that **glass packaging for beverages is exempt from the obligation** to add a sorting label. It is an exception. The Triman logo and Sorting Info markings are therefore added on glass beverage bottles on a voluntary basis, but Citeo recommends adding them to encourage good sorting habits.

Important: If your glass packaging displays sorting instructions other than the new Sorting Info label, which supersedes any older versions, you need to change the packaging design to remove the old marking or replace it with the new one.

2. Small-sized packaging and papers

The implementing decree of Article 17 of the AGEC Law sets out specific provisions for two types of small-size packaging and papers:

- **Packaging and papers less than 10 cm²** in size (largest side or total surface area) without accompanying documentation are exempt from sorting label and on-pack information obligations provided that corresponding information is available in electronic format.
- **Packaging and papers between 10 and 20 cm² in size** (largest side or total surface area) without accompanying documentation must display the Triman logo but are exempt from on-pack information obligations provided that such information is available in electronic format.

In both cases, if there is accompanying documentation (e.g. a leaflet), the Sorting Info has to be included on the documentation to give the instructions for sorting packaging and documentation).

3. Small cylindrical or spherical packaging

Article 2 of Decree no. 2022-975 published on 1 July 2022 upholds that if the surface area of the largest side of a cylindrical or spherical packaging unit is less than 20 cm², both the Triman logo and Sorting Info can be provided in electronic format. If the surface area of the largest side of a cylindrical or spherical packaging unit is between 20 and 40 cm², the Triman logo must be displayed on the packaging, whereas the Sorting Info can be provided in electronic format.

4. Packaging and papers including three or more separable elements

If packaging or paper items are composed of three elements or more, you are allowed to use the standard wording "packaging elements" or "paper elements". Please note that this wording can only be used if the elements belong to the same EPR scheme. This wording cannot be used if the product has two packaging elements and a leaflet for example.

Good to know:

For products covered by both the packaging and paper EPR schemes, such as a product with three packaging elements and a leaflet, using the term "packaging elements" to cover the leaflet too is insufficient.

The leaflet is not a packaging element as such, and is covered by the paper EPR scheme.

Your Sorting Info therefore needs to indicate "packaging elements + leaflet".

5. In-store packaging and in-store on-demand packaging for which the number of packaging elements is unknown beforehand (delicatessens, bakeries, restaurants, etc.)

For this specific type of packaging you are allowed to use the standard wording "packaging element(s)", regardless of the number of elements. If possible, it is a good idea to add the optional wording *Séparez les éléments avant de trier* (Separate elements before sorting). This option was approved by the ministry in charge of the environment in July 2022, with the support of professional federations.



What is the rule for letters whose content is not known in advance (e.g. promotional letters, etc.)?

The option of using the standard wording "paper element(s)" was extended to papers following the decision concerning in-store packaging and in-store on-demand packaging (see point 5).

6. Compostable packaging

No collection and industrial processing system for compostable packaging waste currently exists at a national level in France. This type of packaging is processed within the French national household packaging waste sorting and recycling system. Therefore, regardless of whether it is home or industrially compostable, **this type of packaging also has to display the Sorting Info Label.**

Examples:

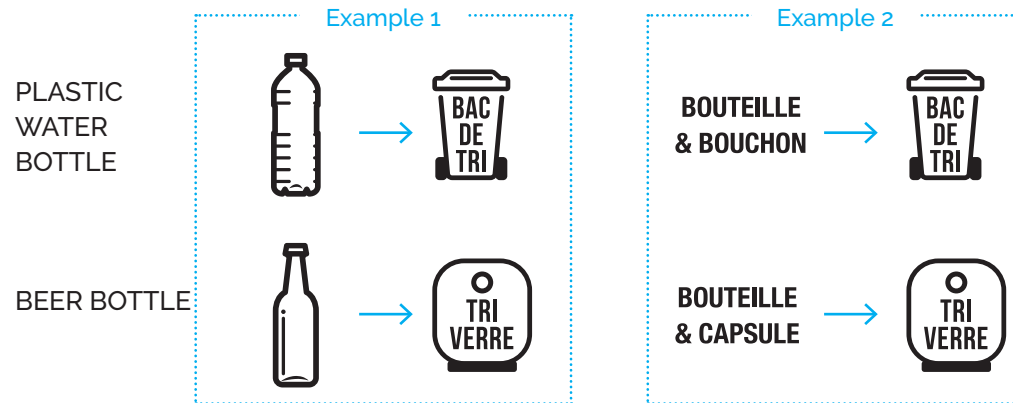


Article 13 of the AGEC Law stipulates that **only home-compostable packaging** can include the word "compostable". The phrases **"also home compostable – do not throw out as litter"** can therefore also be added as extra information under the Sorting Info block.

7. Tops, caps and lids

Bottle tops and caps

To ensure very small elements are recovered and to prevent littering, **bottle tops and caps should be left on all types of bottles and tubes**. They now need to be represented on packaging (Example 1) or, if you are only using text, mentioned as part of the main packaging element by adding a "&" sign (Example 2).



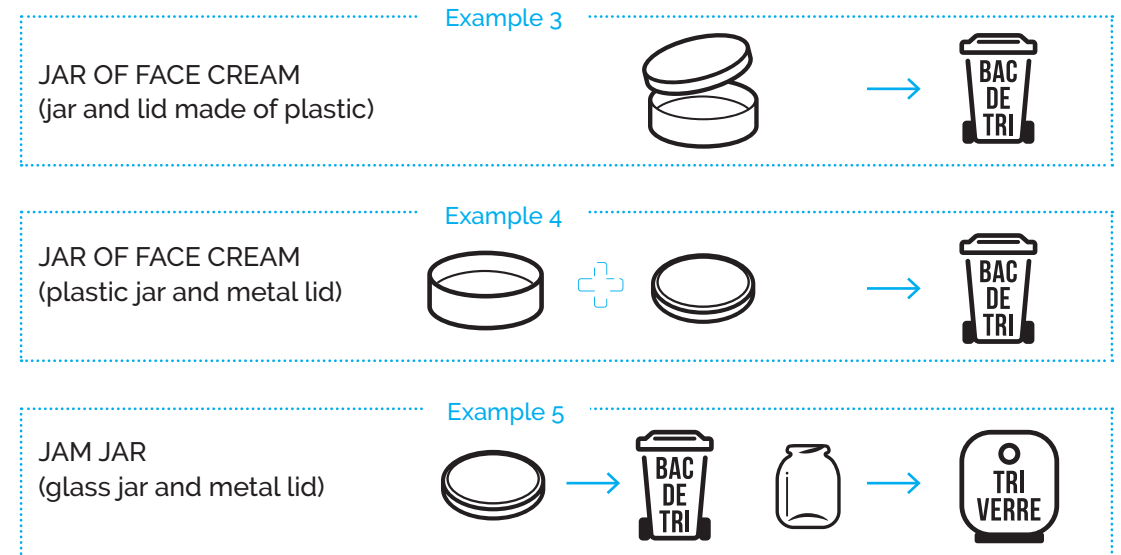
Flip top bottles - a special case

If you market bottles with flip tops tethered to the bottle, you do not have to add the bottle top to the Sorting Info. You can just indicate "BOTTLE".

A pictogram of a bottle with a tethered flip top is available in the Sorting Info Kit's pictogram library.

Lids

Larger than bottle tops and caps, lids can be identified at sorting centres. The separation instruction therefore varies **according to whether the lid is made of the same material as the main packaging or not**. If the material is the same, the lid can stay on the packaging (Example 3). If the material is different, the lid should be separated for sorting in the same place (Example 4), or in two different places (Example 5).



05

FAQ

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Questions on the scope, obligations and bans

Do Sorting Info obligations apply to all French overseas territories (DROM-COM)?

The Sorting Info marking must be added to packaging and papers placed on the market in Reunion Island, French Guiana, Guadeloupe, Martinique, Mayotte, Saint Martin and Saint Pierre and Miquelon.

Does a company coming from another European member state and placing its products on the French market have to comply with Sorting Info label rules?

The Sorting Info marking needs to be printed on all household packaging placed on the French market, regardless of where the packaging comes from.

Why can't we use the phrase "to be recycled"?

Although most packaging can be recycled, some streams are not quite there yet. Consequently, some of the packaging that is sorted cannot be recycled currently. Given that there is now a single, harmonised sorting rule for packaging and paper, "Sorting bin" is the right term to use as all packaging and paper waste must be disposed of there, regardless of recyclability.

If one or more elements of my packaging are not recyclable, do I need to add a "bin bag" or "household waste bag" pictogram to my Sorting Info label?

As sorting rules have been simplified, all packaging should now be placed in the sorting bin, regardless of recyclability. A household waste pictogram (bin bag) should therefore no longer be added to the Sorting Info label.

What about the Green Dot and consumer information?

The Green Dot was created in 1992 and, for a long time, was added to packaging to indicate that companies had paid an eco-contribution. This symbol has not been mandatory in France since 2017 and is no longer mandatory in any European country. Spain was the last country in which the symbol was mandatory until it passed a law to remove this obligation in 2023. In France, the AGECE Law also stated that symbols and markings leading to possible confusion about sorting rules would be penalised (Order of 30/11/2020). However, this Order was referred to the Council of State in 2021, who ruled against the Order in 2022. No penalty can therefore be applied if the Green Dot is displayed on packaging. This said, **we advise you not to use the symbol, to avoid misleading consumers.**

Is there a deadline for clearing stocks of packaging and paper?

Article 2 of Decree no. 2022-975 published in July 2022 stipulates that packaging manufactured before 09/09/2022 can be sold down **until 09/03/2023**. This rule applies to all packaging and paper, whether manufactured in France or abroad.

A product may be packed with such packaging and placed on the market after 9 March 2023 provided that:

1. The packaging or paper was manufactured before 9 September 2022
2. The product packer acquired the packaging or paper before 9 March 2023, regardless of whether the packaging has been filled yet.

Questions on the Sorting Info's visual aspect and on where the marking should be placed

Can I place the Sorting Info inside my packaging?

The law clearly states that where packaging is concerned, the Sorting Info must be placed **on** the packaging and not inside or anywhere else (e.g. on a leaflet). The only exception is for small-sized packaging (see page 31 for more details).

Where should the Sorting Info be placed if there are several packaging items and/or elements?

The law clearly states that the Sorting Info marking should be **on** the packaging, but it does not say on which elements. According to us, it should be placed on primary, secondary and tertiary consumer packaging (see page 38 for more details). To guarantee the quality of the information provided to consumers and encourage sorting as much as possible, we recommend you add the marking to all the elements that can be separated from each other at one moment or another.

Do I have to place the Triman as indicated in the Sorting Info's technical documents or can I place it elsewhere?

The graphics and layouts of the Sorting Info label have been approved by the French public authorities and are the preferred options for representing the sorting rule. However, in exceptional cases and in an effort to meet your on-pack space constraints, the symbol can be positioned slightly differently **provided that it is still next to the Sorting Info and respects the minimum authorised Triman size.**

Can the Sorting Info be printed in reverse print (in white) or do I need to have a white legibility block beneath the Sorting Info printed in a dark Pantone® colour?

You are allowed to print the marking in reverse print provided that the Sorting Info remains legible, or use a Pantone® colour of your choice if the black Pantone® colour renders the information illegible.

Do I have to keep the white background for packaging and paper pictograms as shown in the Sorting Info guide, or can I use the artwork as background to make the end result more harmonious?

You can use the packaging or paper background for pictograms provided that the Sorting Info remains legible for consumers. The legibility block is only required when the legibility of the marking is not guaranteed.

Packaging and paper outlines

Can I create my own outline drawing if the I cannot find a pictogram that represents my packaging or paper well enough?

If you cannot find what you are looking for in our library, you are free to create your own outline drawing. You do not have to submit your drawing to us for approval provided that it meets the requirements set out in this guide.

Do I have to use the same names given to the paper and packaging outline drawings in the Sorting Info Kit?

The names used in the "silhouettes" (outline drawings) folder are more for your creative teams than for consumers.

You are free to use those names of course or, if you prefer, terms that are more familiar to your consumers. The goal is for consumers to easily recognise the packaging or paper element concerned.

Rights and using the Sorting Info Kit.

What are my obligations and rights in relation to using the Sorting Info?

This new marking system has been approved by the public authorities in France and is copyrighted by a licence. To download the Sorting Info Kit, you will first need to agree to the General Terms of Use for the licence and comply with the terms subsequently.

Can I open the Illustrator files if I do not have Illustrator software?

You can still open the files in Adobe Acrobat if you do not have Illustrator software.

- If you have Adobe Acrobat PRO, simply double-click on the Illustrator file and it will open in PDF format.
- If you do not have Adobe Acrobat PRO, right-click on the Illustrator file and choose "Open with Adobe Acrobat". You should be able to open the file in PDF format. If Adobe Acrobat is not in the default software list, it can be found by clicking on "Browse".

Sorting Info and packaging recyclability

What impact does the Sorting Info label have on the evaluation of recyclability in the Citeo's TREE tool?

Sorting Info does not have any direct impact on the evaluation of recyclability in TREE. The role of Sorting Info is to provide consumers with sorting instructions that encourage and help them to sort their waste. The role of TREE is to establish the recyclability of packaging based on data about actual sorting habits, which is collected at sorting centres. The method for calculating the recyclability indicator only takes packaging design into account, and not recommendations made to consumers.

What is the difference between primary, secondary and tertiary packaging?

Primary packaging

Sales or primary packaging is designed to form part of a sales item targeted at final users or consumers at a point of sale. It can be a packet of crisps, a tube of mayonnaise in a cardboard box, a pack of yoghurt with a cardboard sleeve, or a perfume bottle sold in a cardboard box wrapped in plastic film. An item can include several primary packaging elements. In the case of a perfume bottle, the glass bottle, cardboard box and film wrapping are all considered to be primary packaging.

Secondary packaging

Grouped or secondary packaging is designed to pull together a number of sales items for ease of handling in the selling environment, for sale to end users or consumers, or for retail display. It can be removed from the goods it contains or protects without changing the properties of the goods. A common example is the film used to group together bottles of water, milk or soft drinks. However, it also refers to any packaging used for products sold in separable packs (the consumer decides whether to purchase the whole pack or just one of the items from the pack). It is important to differentiate between secondary packaging likely to be taken home by consumers (e.g. the film used for a pack of water bottles), which will need to include the Sorting Info marking, and secondary packaging used as an in-store retail display that does not leave the store. This second type of secondary packaging does not have any Sorting Info printed on it as the retailer is responsible for processing it.

Tertiary packaging

Transport or tertiary packaging is designed to facilitate the handling and transport of a number of sales items or multi-packs in order to avoid physical handling operations and prevent transport damage. Transport packaging does not include road, rail, ship and air containers. It refers to packaging such as that used in e-commerce to ship consumer orders. Tertiary packaging used to transport and deliver products to professionals are exempted from the obligation to display the Sorting Info marking.

According to us, Sorting Info should be placed on primary, secondary and tertiary consumer packaging.

06

**Information
resources
included as part
of the Sorting
Info Kit**

page 40

Available to all:

- This simplified and updated Sorting Info guide, designed to enable you to add this mandatory marking to your packaging and paper in compliance with French regulations currently in force.
- The graphics files required to create your Sorting Info label in a four-colour printing or monochrome version for products sold in France only, or in France and abroad.
- The files containing the most common packaging and paper pictograms, to make it easy for you put together your Sorting Info label.

Available to Citeo clients only:



- **Your personalised customer space**
monespace.citeo.com

- **A comprehensive Help Centre to answer any questions you may have** concerning the Sorting Info marking.
- **Ready-to-use guides on the Sorting Info and Reuse Info markings, environmental claims**, and so on.



To get you started on your packaging eco-design journey, this tool provides you with a quick diagnosis of your packaging in relation to the key eco-design areas, supplying you with a personalised action plan and additional resources to launch your project.

<https://feel.citeo.com>

Free, open access.



If you are looking for something more advanced, this tool invites you to describe your packaging system to analyse its life cycle and receive a report covering several environmental impact indicators. The tool helps you pinpoint potential improvements to be made and compare the various packaging solutions available.

<https://bee.citeo.com>

Free, open access.




You will find plenty of information on Citeo's circular campus platform to help you understand your needs and design the right Sorting Info:

- Module "On-pack communication: the new Sorting Info"
- Module "Designing the Sorting Info label for France"
- Module "Designing the Sorting Info label for exports"

To sign up: campuscirculaire.citeo.com



A methodological guide to taking action: six interactive steps, a wealth of resources and several case studies to help you reduce your packaging.

Accessible in your customer space:

<https://www.citeo.com/le-mag/less-un-guide-methodologique-pour-reduire-les-emballages>



This packaging recyclability test helps tackle the subject of recyclability, make companies' efforts tangible and manage improvements. It provides a precise diagnosis of the recyclability of your packaging based on the reference methodology, enabling you to prioritise your actions.

Accessible in your customer space:

<https://tree.citeo.com>

ANY QUESTIONS?

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If you print this document, don't forget to sort it.

