



Netherlands Institute
for Sustainable Packaging
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Disposal Guide (Weggooiwijzer) Guideline for the use of the disposal guide logos in the Netherlands

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Introduction

As a business that puts packaged products on the market, you can make it easier for your consumers to communicate how to dispose the used packaging correctly. If your packaging materials end up in the right waste stream after use, they can be optimally processed and recycled.

Over the years, consumers have been given more and more options to separate their waste. This has made disposing of packaging materials quite complicated, as it can be difficult to determine what should go where. It is a fact that consumers are largely in favour of waste separation, provided that they are given clear instructions regarding what type of waste to put in which bin.

The Disposal Guide (in Dutch: Weggooiwijzer) helps to clarify this issue for the Dutch market. Logos on the packaging indicate the waste categories that the various components of a packaging belong to. People can instantly see how to correctly dispose of different types of packaging materials. By using the disposal guide, your organisation demonstrates that it is important to you to reduce your environmental impact as much as possible. At the same time, you contribute to an optimal recycle

process. This guideline contains more information about using the various Disposal Guide logos. These logos are only meant to be used on the Dutch market, as the collection of packaging waste differs between countries. Do not use these logos on packaging which will be put on the market in other countries.



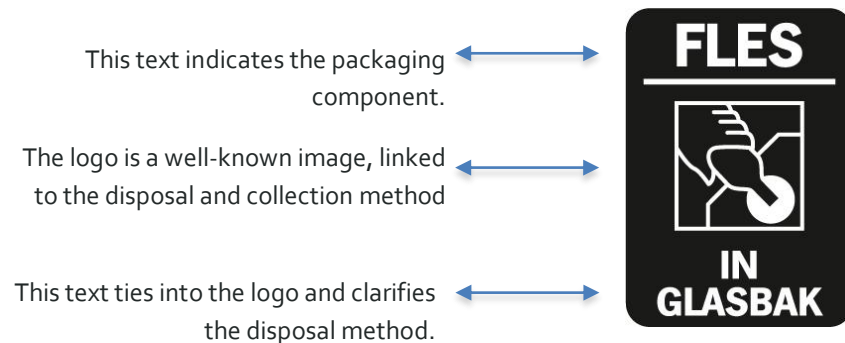
Four examples of disposal guide logos. See pages 7-13 of this guideline for more options.



Available logos

Multiple basic logos were developed for the disposal guide: for glass, paper, plastic, beverage cartons and residual waste. It is possible to use variations on these designs so the right information about the correct disposal method is listed on each type of packaging material. Each logo consists of three elements, combined in a square or rectangular design:

- The text at the top indicates the packaging component.
- The logo in the centre indicates the disposal method.
- The text at the bottom provides additional information.



The wide range of packaging designs and materials calls for a varied palette of logos. You can select the right logo or logos for the various components of your packaging.

The most logical position for the disposal guide logos on the packaging is outside the legally required textbox that contains information about e.g. ingredients and nutritional values. After all, disposal information pertains to the packaging, not the product itself.

The logo has a standard height of 10 mm. A logo height of 8 mm can be used on smaller packaging materials. Selecting the right size depends on the printing method used, the position on the packaging, its relation to other elements on the packaging and the packaging's total dimensions. Standard distances between the disposal guide logos are used for clear positioning.

Standard distances between disposal guide logos:

- 8 mm logo - 1,00 mm between logos
- 10 mm logo - 1,25 mm between logos
- 12 mm logo - 1,50 mm between logos

These distances can also be used to position disposal guide logos in relation to other informative elements on the packaging (product information, European Article Number, etcetera).



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Logo selection

A separate logo must be used for each packaging component that must be disposed of in a separate waste stream.

If a packaging consists of three components that can be disposed of as plastic waste (container, film, lid) and one component that should go in the waste paper bin (wrapper), two logos must be used: wrapper with waste paper, other with plastic waste.

Some combined materials go in a single waste stream, e.g. a plastic container with a plastic film and a glued paper label. This entire packaging can be disposed of as plastic waste. One logo will suffice: Packaging with plastic waste.

The Packaging logo is used for a packaging that consists of a single component, instead of e.g. box, can or bag.

Logo order

The logos are positioned in the order in which you open the packaging. To illustrate:

A salad in a PET tray with a cardboard wrapper: first, you remove the wrapper. Next, you remove the sealed plastic foil. Lastly, you throw away the tray itself after consuming the product.

In this example, the following logos are positioned from left to right or top to bottom:

- Wrapper with paper waste (Dutch: Wikkkel bij oud papier)
- Other with plastic waste (Dutch: Overig bij plastic afval)





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For whom?

The logos can be requested at the Netherlands Institute for Sustainable Packaging (KIDV) by the company that puts the packed product on the market. These often are the brand owners. Graphic design agencies must request the logos from their client.

Do's and don'ts

Color

The black part of the logo can be printed in any colour. A dark colour is preferable, as it contrasts with the background and is therefore easily legible. For this reason, the logo itself is always white.

Designing your own logo

Existing logos and texts can be used to create your own new design. If you want to use a new logo or modify a text, you may do so after conferring with the KIDV by calling +3170-7620580 or sending an email to weggooiwijzer@verpact.nl.

Can I use all logos freely?

Yes, all logos can be used free. There are no costs involved.

What if you do not know what material your packaging is made of?

Ask your supplier for the specifications of the packaging or packaging components. Can't figure it out? Then please contact the KIDV by calling +3170-7620580 or sending an email to weggooiwijzer@verpact.nl.

The KIDV is manager of the Disposal Guide logos.



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Other logos and symbols

In addition to the disposal guide logos, other symbols and logos are often used on packaging too. An overview of other symbols on packaging and their meaning can be found in the KIDV fact sheet [Symbols on packaging](#).

Coffee and tea

In addition to the logos shown on page 7-13, logos have also been developed for coffee pads and tea bags¹, as a result of the [Green Deal](#) that the coffee and tea industry signed in 2021. The logos are published by Koffie & Thee Nederland. For more information, terms and conditions and to request these logos, please contact them via info@koffiethetee.nl.



Deposits

Stichting Statiegeld Nederland has developed a logo for plastic bottles that fall under the deposit agreements. More information can be found at www.statiegeldnederland.nl. Questions in regard to deposits and the logo can be asked via info@statiegeldnederland.nl.



¹ De disposal guide-logos are developed for packaging. Officially, coffee pads and tea bags are no packaging. For these products, an exception are made.



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Logos and disposal instructions per type of material

GLASS CONTAINER

These logos are only meant to be used on the Dutch market, as the collection of packaging waste differs between countries. Do not use these logos on packaging which will be put on the market in other countries.




Go to <http://www.duurzaamglas.nl/wat-mag-in-de-glasbak> to see if the packaging can be disposed of in the glass container.

Packaging component	Packaging material	Disposal instruction	Disposal guide logo
Bottle	Glass	In the glass container	
Jar	Glass	In the glass container	
Other	Glass	In the glass container	

Packaging	Glass	In the glass container	
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WASTE PAPER

These logos are only meant to be used on the Dutch market, as the collection of packaging waste differs between countries. Do not use these logos on packaging which will be put on the market in other countries. Go to **Fout! De hyperlinkverwijzing is ongeldig.** <http://www.prn.nl/downloads/files/scheidingswijzer%202015%20def.pdf> to see if the packaging can be disposed of in the waste paper bin.

Packaging component	Packaging material	Disposal instruction	disposal guide logo
Wrapper	Paper or cardboard	Waste paper recycling	
Sleeve	Paper or cardboard	Waste paper recycling	 



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Box	Paper or cardboard	Waste paper recycling	
Cup	Paper or cardboard (without plastic layer)	Waste paper recycling	
Bag or sachet	Paper or cardboard	Waste paper recycling	
Carton	Paper or cardboard (without plastic layer)	Waste paper recycling	
Label	Paper or cardboard	Waste paper recycling	
Card	Paper or cardboard	Waste paper recycling	

Envelop	Paper or cardboard	Waste paper recycling	
Tray	Paper or cardboard	Waste paper recycling	
Inlay	Paper or cardboard	Waste paper recycling	
Folder	Paper or cardboard	Waste paper recycling	
Bag	Paper or cardboard	Waste paper recycling	
Padding material	Paper or cardboard	Waste paper recycling	



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Other	Paper or cardboard	Waste paper recycling	
Packaging	Paper or cardboard	Waste paper recycling	

PLASTIC CONTAINER OR BAG			
These logos are only meant to be used on the Dutch market, as the collection of packaging waste differs between countries. Do not use these logos on packaging which will be put on the market in other countries. Go to https://www.afvalscheidingswijzer.nl/ to see if the packaging can be disposed of as plastic packaging waste.			
Packaging component	Packaging material	Disposal instruction	disposal guide logo
Bottle	Plastic	Plastic container or bag	
Blister	Plastic	Plastic container or bag	

Cap or lid	Plastic	Plastic container or bag	
Container	Plastic	Plastic container or bag	
Cup	Plastic	Plastic container or bag	
Box	Plastic	Plastic container or bag	
Sachet	Plastic	Plastic container or bag	
Tray	Plastic	In de Plastic Heroes bak of zak	



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Film	Plastic	Plastic container or bag	
Tub	Plastic	Plastic container or bag	
Jar	Plastic	Plastic container or bag	
Tube	Plastic	Plastic container or bag	
Wrapper	Plastic	Plastic container or bag	
Bag	Plastic	Plastic container or bag	

Shipping bag	Plastic	Plastic container or bag	
Packaging	Plastic	Plastic container or bag	
Bag	Plastic	Plastic container or bag	
Padding material	Plastic	Plastic container or bag	
Other	Plastic	Plastic container or bag	






BEVERAGE CARTONS

These logos are only meant to be used on the Dutch market, as the collection of packaging waste differs between countries. Do not use these logos on packaging which will be put on the market in other countries. Go to <https://verpact.nl/verpakkingen/alle-tarieven> to see if the packaging can be disposed of as a beverage carton.





Packaging component	Packaging material	Disposal instruction	disposal guide logo
Milk or juice cartons	Laminate of paper with plastic and possibly aluminium	With beverage cartons	





RESIDUAL WASTE

These logos are only meant to be used on the Dutch market, as the collection of packaging waste differs between countries. Do not use these logos on packaging which will be put on the market in other countries.

Packaging component	Packaging material	Disposal instruction	disposal guide logo
Can	Metal	Will be recycled after collection	
Tin	Metal or cardboard with a layer of aluminium and plastic	Metal: Will be recycled after collection. Other: with residual waste	
Clip	Metal	Will be recycled	










		after collection	
Lid	Metal	Will be recycled after collection	
Cap	Metal	Will be recycled after collection	
Container	Combined materials: Cardboard with layers of plastic and possibly aluminium	With residual waste	
Box	Combined materials: Cardboard with layers of plastic	With residual waste	

	and possibly aluminium		
Dish	Combined materials: Cardboard with layers of plastic and possibly aluminium	With residual waste	
Tray	Combined materials: Cardboard with layers of plastic and possibly aluminium	With residual waste	
Film	Combined materials: Plastic with a layer of aluminium	With residual waste	
Sachet	Combined materials: Plastic with a	With residual waste	



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	layer of aluminium		
Seal	Combined materials: Plastic with a layer of aluminium	With residual waste	
Wrapper	Combined materials	With residual waste	
Card	Combined materials	With residual waste	
Blister	Combined materials	With residual waste	
Envelop	Combined materials	With residual waste	

Other	Combined materials	With residual waste	
Packaging	Combined materials	With residual waste	

Do you have any further questions?

You can contact the Netherlands Institute for Sustainable Packaging (KIDV), by calling +3170-7620580 or sending an email to weggooiwijzer@verpact.nl.