



flustix

RETHINK
PLASTICS

THE flustix LESS PLASTICS SEALS



OUR CERTIFICATION PARTNERS



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THIS IS flustix

independent. verified. secure.

01

The flustix initiative offers companies 360° labels for practiced plastic sustainability. In this way, flustix aims to achieve responsible use of the valuable material plastic through the purchasing decisions of consumers (B2C) and economic players (B2B).

flustix offers six consumer seals that are registered with the EUIPO and therefore enjoy international protection: Three seals in the area of plastic sustainability „flustix LESS PLASTICS“, the „flustix PRODUCT CONTENT MICROPLASTIC-FREE“ seal,

the „flustix RECYCLED - DIN-tested“ seal for goods with recycled content and the „flustix RECYCLABLE - DINplus“ mark for the recyclability of packaging.

The flustix initiative works with independent and accredited institutions & recognized testing laboratories. Goods certified by flustix are traded and sold globally.





THE flustix LESS PLASTICS SEALS

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02

flustix LESS PLASTICS TOTAL PRODUCT

This seal covers both the product and its packaging. Each component is tested independently and must meet the respective requirements in its category to be certified successfully.



flustix.com/certified [License No.]

flustix LESS PLASTICS PACKAGING

For the packaging of consumer goods, significant plastic savings can often be achieved: Packaging that is at least 95% plastic-free may be marked with the green seal upon successful certification.



flustix.com/certified [License No.]

flustix LESS PLASTICS PRODUCT

This flustix certification is available for products that are plastic-sustainable (excluding packaging). The seal is awarded based on the product category and material of the product being certified. The certification relies on specific thresholds aligned with international standards, ranging from at least 97% to verifiably 99.8% plastic-free.



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flustix CONTENT MICROPLASTIC-FREE

This flustix seal certifies product contents that are free from microplastics. flustix, in collaboration with its partners, inspects and certifies according to the definition of microplastics in the REACH Regulation (EU No. 2055/2023). Microplastic-free status is confirmed through laboratory testing.



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03

HOW TO GET CERTIFIED

1. REQUEST

Please fill in your individual request for the [LESS PLASTICS-Seal](#) or for the [MICROPLASTIC-FREE-Seal](#) completely and send it to us.

2. OFFER

Our certification partner will provide you with an individual offer based on the questionnaire. Please only send your product samples (see questionnaire) once you have accepted the offer.

3. LABORATORY TESTING

Our partner laboratories test your products on the basis of the respective certification program and using state-of-the-art procedures.

4. CONFORMITY ASSESSMENT

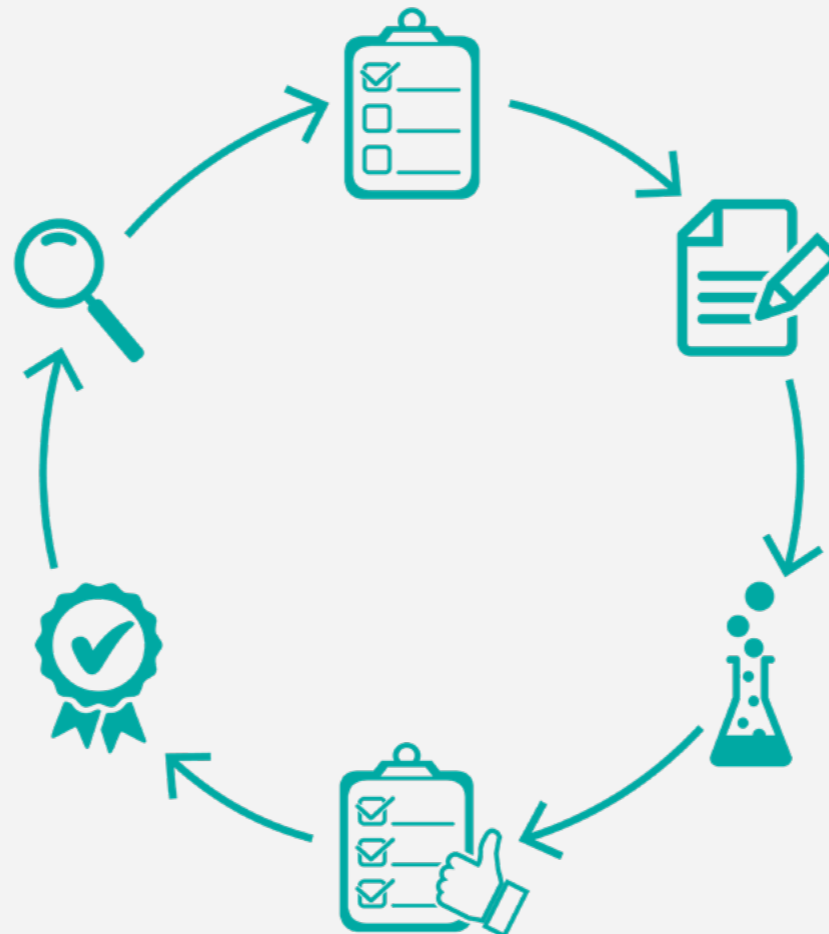
If the test is passed successfully, it's results are subjected to a conformity assessment by the certification partner.

6. CHECK OF COMPLIANCE

To ensure the safety of all licensees, we check your compliance with all standards every two years.

5. CERTIFICATE ISSUANCE

The certificate is issued and published [online](#) on the websites of flustix.





THE INDEPENDENT flustix CERTIFICATION-SYSTEM

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flustix works with recognized and internationally established partners to offer the flustix Certification Portfolio. Depending on the seal the client applies for, selected partners test and certify in an independent third-party system based on our certification programs.

flustix PARTNER



BENEFITS OF A flustix CERTIFICATION

- Independently proven, verified sustainability contribution
- Increased customer confidence in certified products
- Enhanced brand image through transparency & credibility
- Long-term customer loyalty and retention
- Strong purchasing incentive for sustainability-oriented customers
- EU Green Claims conformity within the framework of int. guidelines
- Protection and credibility advantage vs. risky self-declarations
- Sales advantages compared to non-certified competition
- Preference in public procurement
- Competitive advantage through certified ecodesign
- ONE recognizable seal for four areas of application



ACKNOWLEDGEMENT

flustix is recognized by politics, NGOs and consumer protection.

05

„Only the Blue Angel and flustix integrate additional requirements for the verification and limitation of various pollutants, and thus create transparency.“

UBA (Federal Environment Agency)
in Publication: „[Kleine Kniffe](#)“

*The EU cites flustix as a „good practice“
:„The label is educational support for empowering consumers in their daily shopping decisions“*

European Commission

„The consumer advice center classifies the flustix seal as reputable.“

Frankfurter Allgemeine Zeitung
dated 05 Oct 2019, No.231, P.20

„flustix is suitable for packaging as well as for other products.“

The german federal government
to the parliamentary question „Printed matter 19/30321“ from 04.06.2021

flustix is listed on the platform Siegelklarheit.de, an initiative of the German government for more transparency with seals for consumers.

Siegelklarheit



REFERENCES

06

APK HOMANN GROPPER DELTA Emirates

Kneipp FOOTPRINT deSter gategroup

tesa ITC Limited traceless Ad Terram Eurowings AGENT eco

AL SALEM TRADING ENTERPRISES LLC NORSE ATLANTIC AIRWAYS

elif indah kiat everdrop MELLERUD sm

elif Packaging for Life indah kiat pulp and paper products



flustix
**RETHINK
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