



VINVENTIONS

BLUE LINE TALKING POINTS

Vinventions is confirming its desire to move towards a circular economy regarding plastic and is standing out as a pioneer in sustainable development. Convinced that plastic must be considered to be a renewable resource, we are proud to announce the launch of the Blue Line, a range of closures made from recycled plastic.

This new range forms part of our action plan set up to reach the objectives fixed by the European and American Plastic Pacts. By signing these pacts, we have undertaken to include a minimum of 30% recycled plastic in our synthetic closures by 2025.

As a result, we are fighting against polluting of the planet by encouraging the re-deployment of materials that, until now, have not been reclaimed.

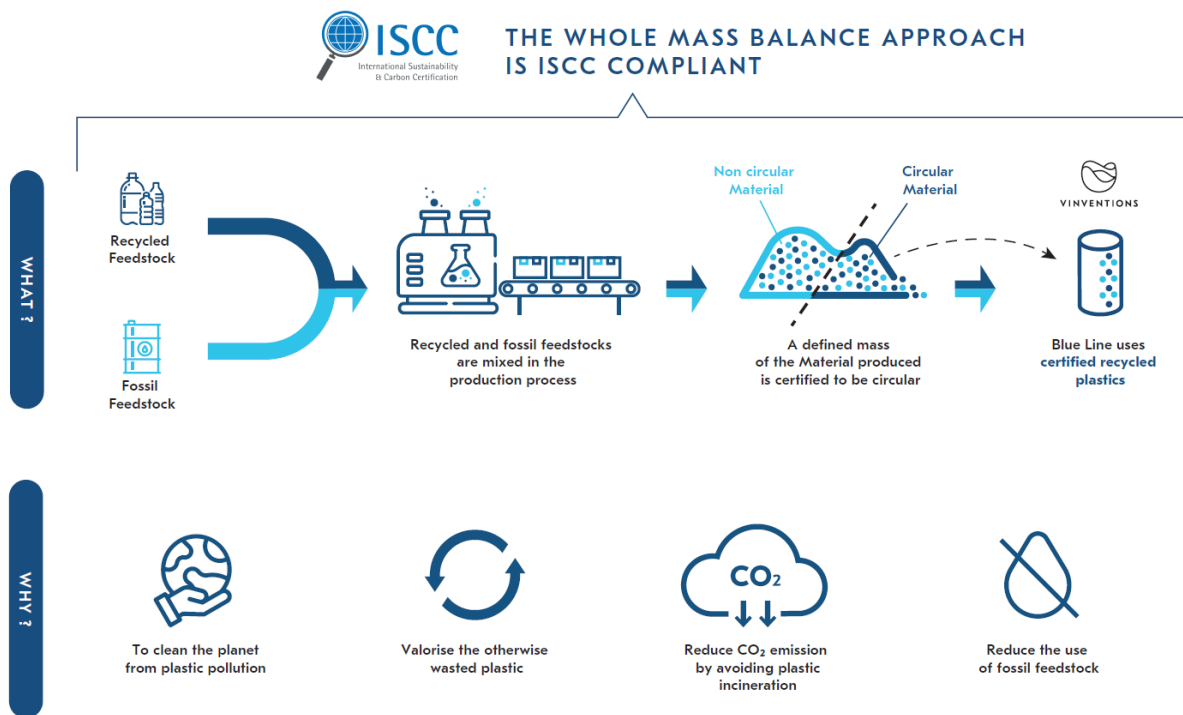
WHAT IS THE BLUE LINE RANGE?

The Blue Line is a new category of recyclable closures for which 50% of the raw material comes from recycled plastic. This means a significant proportion of the plastic used to make these closures is certified ISCC+. This certification guarantees that recycled plastic is used in the manufacturing process via a system called "Mass Balance". Its traceability is ensured by a programme of audits on all the players in the production chain.

Using this new generation raw material proposes an alternative to existing ranges while at the same time meeting the essential requirements for a closure solution:

- Respect for food safety standards.
- No TCA or organoleptic defects.
- Uniform and controlled oxygen ingress.
- Reliable performance during bottling.
- Easy to uncork and insert.
- Top of the range design.

WHAT IS THE “MASS BALANCE” SYSTEM?



The constraints associated with the logistics and production of plastic mean it is not possible to physically trace the recycled plastic from the beginning to the end of the manufacturing process. The “Mass Balance” approach is therefore considered to be the best means of increasing the use of circularly sourced raw materials. Indeed, it offers a guaranteed balance between the amount of material at the input and output of each step in the manufacturing process, up until the finished product.

This approach has already proved its worth in other industries such as the wood, cocoa or electricity industries. It has helped to intensify the development of a sustainable approach in production of these resources.

WHY WAS THIS RANGE NOT LAUNCHED EARLIER?

The plastic used to make our closures must imperatively be suitable for contact with foodstuffs. Until now, with existing recycling technology it was not possible to provide a recycled raw material that met such a requirement. However, very recently, manufacturers have developed a new process which is an extraordinary breakthrough in the circular sourcing of plastic. This new technology makes it possible to obtain a recycled material identical to new plastic, which is authorised in manufacturing of our closures.

In addition to opening up new horizons, this process makes it possible to recycle plastic limitlessly.

HOW IS THIS NEW RANGE ENVIRONMENTALLY FRIENDLY?

Each year in Europe, only 30% of plastic is actually recycled. The technology used as part of the Blue Line project contributes to improving the rate of recycling by giving a second life to materials normally destined for landfilling or incineration. We know that incineration is a source of CO2 emissions. The Blue Line range contributes to limiting these emissions by using these non-reclaimed plastics as a new source of raw material. This redeployment also helps to avoid the fossil-fuel derived production of plastics.

By joining in with the circular economy, the Blue Line range participates in the development of technologies that are genuinely beneficial for the environment. For example, production of one million Blue Line 50% closures gives a second life to approximately 3 tonnes of plastic.

Additionally, the amount of the raw material available is currently limited because the infrastructures where plastic can be recycled are still rare. With the launch of the Blue Line range, we are encouraging a new economy for plastic in which this sector's manufacturers must implement the means of producing more sustainable raw materials.

This approach is very comparable to its counterpart in the electricity sector where consumers' demand for green energy obliges the players on the market to switch to more environmentally friendly production methods.

WHAT IS THE NEXT STEP FOR THE BLUE LINE RANGE?

One of our priority projects involves proposing closures made entirely of recycled plastic. Many trials are currently being conducted with this goal, whilst ensuring that this innovation has absolutely no effect on the efficiency of our closures in protecting your wine. This fundamental commitment, which has been at the root of our products' success for many years, is still at the core of our development strategy.

With the Blue Line range, we are now the first company in the world to supply a circular economy compatible closure and to provide an innovative solution to the current stakes of sustainable development.

IF YOU ALSO WANT TO BE PART OF THE SOLUTION, CONTACT US.



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