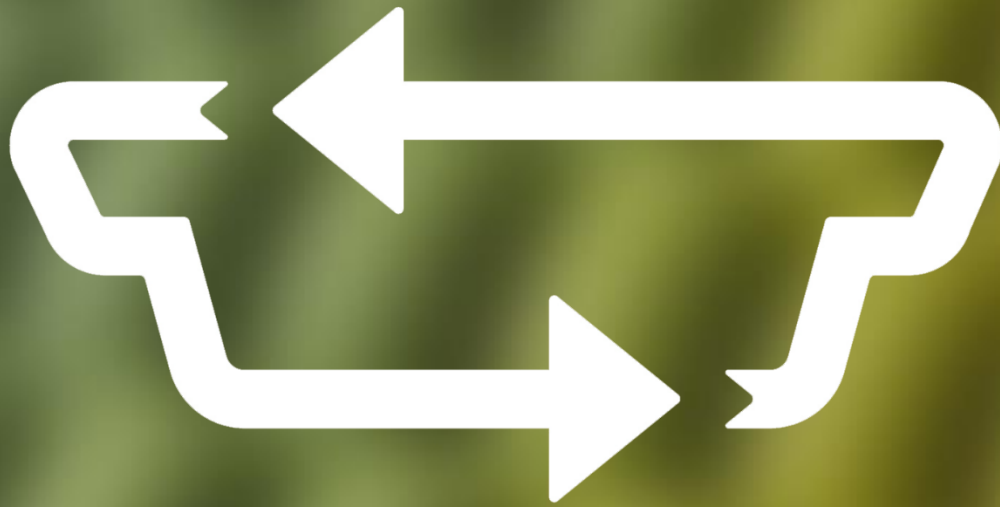


RETRAY



# REGULATION OF THE USE OF THE RETRAY LABEL

ED. DECEMBER 2023

RETRAY CERTIFICATION





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Foundation of State Competition by Ministerial Order of 02/21/2017; registration number 1871. Recognized the general interest of its purposes. Acceptance of Law 49/2002 on the tax regime of non-profit entities.

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## INTRODUCTION

The ECOSENSE FOUNDATION is a non-profit organization that promotes the use and recycling of thermoformed PET food packaging in line with the commitment to environmental care and initiatives related to circular economy policies.



**RETRAY** IS A CERTIFICATION SCHEME OF THE ECOSENSE FOUNDATION TO CONSOLIDATE A CIRCULAR ECONOMY MODEL IN THE VALUE CHAIN OF THERMOFORMED PET PACKAGING BY MEANS OF THE QUANTIFICATION OF RECYCLED MATERIAL CONTENT AND THE VERIFICATION OF ITS RECYCLABILITY.

This certification recognizes and disseminates the work of those companies that introduce, as a secondary raw material in their production processes of manufacture or use of sheet and/or thermoforming, both monolayer and multilayer, colorless transparent recycled PET from recycling processes in the tray-to-tray circuit approved by the Foundation, along with recycled PET from other sources.

RETRAY has two aspects: as a **process certification (RETRAY Process)** and as a **product certification (RETRAY product)** and, therefore, the same company can obtain more than one certificate, depending on the number of facilities and products it wants to certify. Specifically:

1. The **RETRAY Process** is given to the manufacturing processes of: sheet, sheet + thermoformed, thermoformed body or packaging.
2. **The RETRAY Product** certification is granted to specific products made of PET sheet, rigid thermoformed bodies (base, lid) or packaging manufactured in the facilities that have the previously detailed processes already certified.

The **objectives** of the RETRAY Process and RETRAY Product certifications are:

1. Increase the transparency of the PET sheet and thermoformed packaging industry by ensuring traceability in the reincorporation of waste generated throughout the entire value chain, from its manufacture (pre-consumer waste) to its use by end consumers (post-consumer waste).
2. Value the environmental performance of companies that ensure the recyclability of their products through eco-design and incorporating

colorless transparent recycled raw materials from the tray-to-tray circuit into their production chain, along with recycled PET from other sources.

3. Contribute to the objectives established in the European legislative framework on packaging and plastic packaging waste and its transposition in the different member countries, especially with regard to the promotion of a circular economy for plastics, the prevention of waste generation and the efficient management of waste.
4. Close the economic flow by maintaining the material value of PET sheets and packaging, by reintroducing them into the production circuit as secondary raw materials, and by reducing the use of raw materials from non-renewable resources.
5. Provide a label that allows both consumers and agents throughout the value chain to identify those suppliers that meet the certification requirements in their processes and products.

## 1. OBJECT

This Regulation establishes the rules applied by the ECOSENSE Foundation (henceforth, **the Foundation**) for the granting, maintenance and termination of the license to use the RETRAY label by companies that have obtained a RETRAY Process and/or RETRAY Product certificate.

This Regulation must be applied inseparably together with the RETRAY Label's Visual Identity Manual.

## 2. SCOPE

The Foundation will provide companies that have passed the audit with the correct emblem to use. This is described in detail in the RETRAY Label Visual Identity Manual, which will be conveniently provided to the organizations beneficiary of the rights to use the label.

The Foundation reserves the right to replace the label shown in Annex 1 with another at any time.

The use of the RETRAY label for a renewable period of one (1) year both in the case of RETRAY Process and in the case of RETRAY Product, is strictly limited to the facilities and products that have been satisfactorily audited by the Entity of Certification, in relation to compliance with the requirements established by the Foundation in the RETRAY procedures.

## 3. DEFINITIONS

**PET sheet format:** the model or type of sheet characterized by a certain design and composition.

**Thermoformed rigid body unit (package base or lid):** the model or type of thermoformed base or lid with a specific shape, design and composition.

**Packaging unit:** model or type of container characterized by a certain base (with a specific shape, design and composition), a specific lid (also with a characteristic structure, design and composition) and, if they exist, certain accessory or additional elements

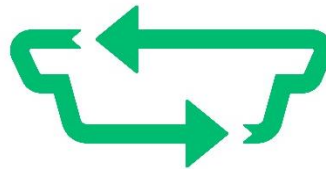
**Recyclable:** characteristic of a product, container or associated component that can be diverted from the waste stream through available processes and programs and can be collected, processed and reused in the form of raw materials or products. Products certified with RETRAY comply with the "Guidelines to guarantee the recyclability of thermoformed PET containers" published by the Foundation.

**Recycled material:** material that has been processed from material recovered through a manufacturing process and converted into a final product or component for incorporation into a product.

**Recycled content:** proportion, by weight, of recycled material in the product. RETRAY certified products incorporate recycled content from the tray-to-tray circuit as well as content from other sources (e.g. PET bottle).

**RETRAY label:** label owned by the Foundation to distinguish those companies and products in the market that have proven compliance with the requirements of the RETRAY procedures.

**RETRAY symbol:** this is the drawing that represents the RETRAY label



**RETRAY logo:** this is the name of the RETRAY label, with a defined font.

**R E T R A Y**

**RETRAY emblem:** this is the union of the RETRAY symbol and logo



**RETRAY Label Visual Identity Manual:** the document that establishes the guidelines to be respected by organizations when embodying and using the RETRAY Label either on their corporate stationery, or on products that incorporate PET from approved recycling processes by the Foundation.



**Improper use of the RETRAY Label:** any use of the RETRAY Label that violates this Regulation.

**Cancellation of rights to use the RETRAY label:** indefinite interruption of the authorization to use the RETRAY label granted by the Foundation to a company.

**Suspension of rights to use the RETRAY label:** temporary interruption of the authorization to use the RETRAY label granted by the Foundation to a company.

## 4. USE OF THE RETRAY LABEL

The RETRAY label can only be used by those companies that are certified with the RETRAY Process and that have, where appropriate, one or more RETRAY certificates for certain products. That is, companies that have been satisfactorily audited by an accredited entity, within the framework established by the Foundation in its RETRAY procedures and participation agreements.

In no case is the use of the RETRAY label authorized to organizations in the certification process or that have not passed the audit satisfactorily.

The RETRAY label will always be clearly used in association with the company's facilities certified with the RETRAY Process and, if applicable, with its products certified with the RETRAY Product. In no case may the RETRAY label be associated with facilities not certified with the RETRAY Process and/or products not certified with the RETRAY Product.

**The use of the RETRAY label must be limited exclusively to what is stated in the current certificate(s).**

### 4.1. General considerations

The RETRAY label may be used when in compliance with the following rules:

- The company may not make any misleading statement or misleading use about the RETRAY certificate(s).
- Imitation, falsification and/or alteration of the RETRAY label is completely prohibited.
- The RETRAY label will not be used in a way that discredits the issuing entity (the Foundation) and/or the procedure applied.

- For the RETRAY label to be perfectly identifiable, the **label's emblem** must be used. That is, the symbol must always be accompanied by the RETRAY logo.



*Illustration 1. RETRAY emblem*

- For the end consumer to identify the RETRAY label without problems, it must meet the requirements developed in detail in the **RETRAY Label Visual Identity Manual (Annex 1)**.
- The use of the RETRAY label does not exempt the company from any liability imposed by law with respect to the performance of its services and the performance, design, manufacture, shipment, sale or distribution of its products.
- The company will not be able to use the RETRAY Label from the moment that:
  - The validity period of the certificate/s RETRAY Process and/or RETRAY Product that gave rise to the right to use the RETRAY label expires.
  - The Foundation communicates the temporary suspension or definitive withdrawal of the RETRAY Process certificate from the company's facilities and/or the RETRAY product certificate.

#### ***In the case of RETRAY Process***

- The company may use the RETRAY label only in relation to the facilities that have obtained the RETRAY Process.
- The company may use the RETRAY process mark on its products, as long as the recycled content in percentage of the certified process is NOT specified and if the process has not been certified under RETRAY product.
- The company may include the RETRAY label in its communication and advertising materials (such as presentations, brochures, etc.) both on physical and digital media.

*In the case of RETRAY Product*

- The company may use the RETRAY label on those specific products that have obtained the RETRAY Product certificate, including, if desired, the percentage of recycling content specific to the certified product.



**RECYCLABLE**

*Illustration 2. Example of communication of recyclability and recycled content of a container*

- The RETRAY label may be used in the supporting documentation, both physical and digital, of these products (technical sheets, for example), as well as in their industrial or distribution packaging.
- The RETRAY label must be clearly visible. To preserve the legibility of the logo, the **recommended minimum size** of the RETRAY emblem is **8 mm** in height.



*Illustration 3. RETRAY emblem minimum recommended height*

The conditions for its use in rigid thermoformed bodies (bases and/or lids) and thermoformed containers are specified in sections 4.2. and 4.3 of this Regulation.

4.2. Application in rigid thermoformed bodies (bases or lids)

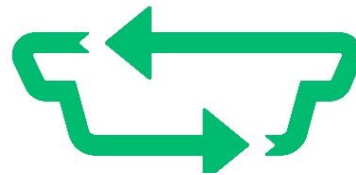
- a) The use of the RETRAY label **stamped** is allowed on rigid thermoformed PET bodies (bases and/or lids) as well as printed use on thermoformed lids **on those products that have obtained a RETRAY Product certificate indicating the recycled content in percentage, if desired, or RETRAY Process without indicating the recycled content in any case.**

- b) In the event that other consumer information symbols are included on the container, the RETRAY label will preferably be positioned next to other environmental symbols, such as the recycling symbol for plastic containers or the packaging's material identification code.



*Illustration 4. Example of coexistence of the RETRAY emblem with the PET Identification Code*

- c) Sustainability information on a thermoformed rigid body **BASE**:
- i. Given that the base is one more element of the packaging and the combination of the different elements may lead to the non-recyclability of the whole, the message “100% recyclable base” may be used under the RETRAY emblem:



*Illustration 5. Example communication of recyclability of the packaging base*

**BASE 100% RECYCLABLE**

Since the base is one more element of the packaging and the combination of the different elements varies the percentage of recycled content in the set, the message “Base [percentage] rPET” can be used to communicate the percentage of recycled content, only if it has been certified under the RETRAY product scheme



*Illustration 6. Example communication of recycled content of the packaging base*

**BASE 50% RPET**

#### 4.3. Application in thermoformed PET packaging

- a) The use of the RETRAY label on the thermoformed PET packaging is only allowed in those products that has obtained the RETRAY PROCESS and does NOT indicate the % of recycled content or RETRAY Product certificate.
- b) The RETRAY label must appear on the **minimum unit of sale**. In the packaging in which the sales units can be divided, each fraction must be identified with a RETRAY label. E.g.: in a pack of 2 trays containing sausage, although these are not sold separately, each of them must be identified with a RETRAY label.
- c) If, on the contrary, the unit of sale is totally indivisible, the packer may identify only the box containing those units with the RETRAY label.
- d) In the event that other consumer information symbols are included on the packaging, the RETRAY label will preferably be positioned next to symbols of an environmental nature, such as the recycling symbol for plastic packaging or the Green Dot.



*Illustration 7. Example of coexistence of the RETRAY emblem with the Green Dot and the "Recycle to yellow" symbol*

- e) **Information on the sustainability** of the packaging:
  - i. To communicate the **recyclability** of the package, the text "Recyclable" will be provided under the emblem.



*Illustration 8. Example of product recyclability communication under the RETRAY emblem*

- ii. If desiring to communicate the **amount of recycled content** in the container, the message "[percentage] RECYCLED" may be used under the emblem.



*Illustration 9. Example of 50% recycled content under the emblem*

- iii. In the event that it is desired to communicate the recyclability of the packaging and the recycled content, the corresponding text must be included under the emblem.



*Illustration 10. Example of communication of recyclability and 50% recycled content*

## 5. MONITORING AND CONTROL OF MISUSE

Throughout the validity period of the RETRAY label, and in the event that there is evidence of improper use, the Foundation may cancel or suspend the right to use it. The measures adopted will be communicated in writing to the company.

The company can appeal the decision of the Foundation by addressing it in writing, arguing the considerations deemed appropriate.

When the rights to use the RETRAY label are annulled or suspended, the company may not, in any case, display it (in the case of suspension until it is

revoked), having to cease using it and eliminating it from all media in which it would have been embodied.

If, after the withdrawal of the rights to use the RETRAY label, the company continues to use it, the Foundation may proceed to:

- Take the legal actions that it considers pertinent.
- Communicate the breach publicly in the forums it deems appropriate.

## 6. CERTIFICATE WAIVER

The company can renounce the Certificate at any time, the resignation becoming effective when the Foundation confirms its acceptance in writing.

## 7. ADVERTISING

The Foundation will periodically publish the list of companies that have the RETRAY Process certificate and the list of their products, where appropriate, that have the RETRAY Product certificate.

The Foundation may publish those temporary suspensions of the RETRAY certificates. Likewise, it may publish the definitive withdrawals.

## 8. UNDEVELOPED ASPECTS AND CHANGES IN THE REGULATION

Any use that is not expressly contemplated or developed in this procedure must be consulted with the Foundation in writing.

The Foundation reserves the right to modify this Regulation at any time. Any modification of this Regulation will be communicated in writing to the organizations, specifying, if applicable, the term granted to apply the new conditions.

## ANNEX 1. RETRAY Label Visual Identity Manual



## 1. Graphic Label

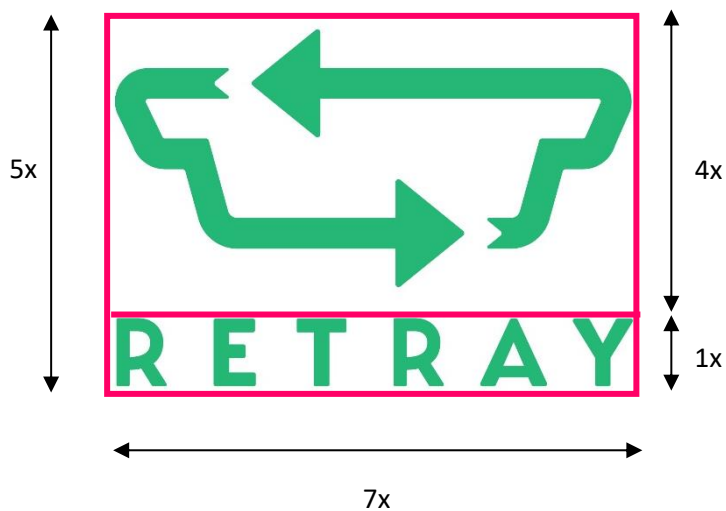
### 1.1. Main version of the label.

Whenever possible and as the main use of the emblem, the label must be presented as follows:



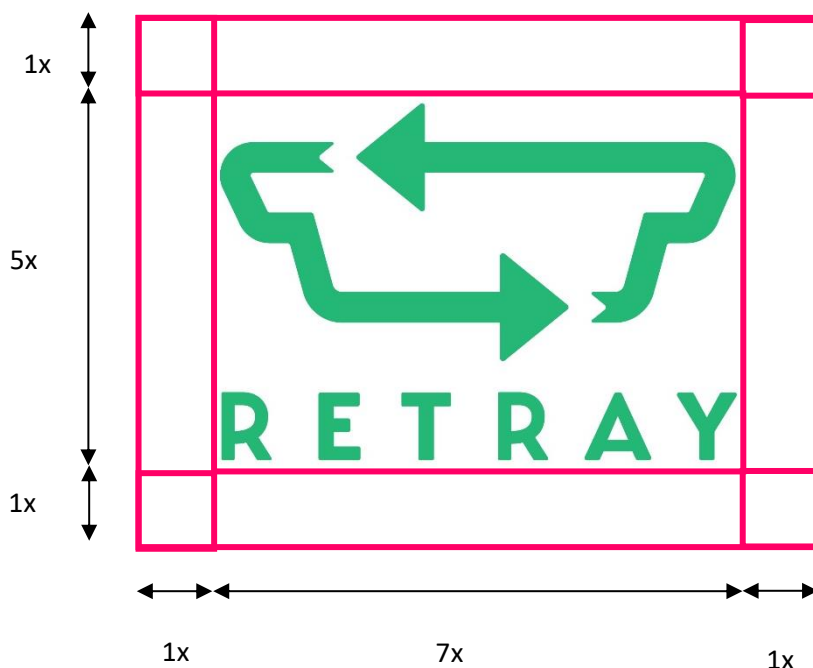
### 1.2. Construction of the label.

By means of a grid, the proportions of the logo may be maintained for any application. Each of the grids (x) represents a unit within the plane and the total number (both in the vertical and horizontal scales) represents the number of times that this unit is present in the parts that make up the image.



### 1.3. Protected Area.

A protected area is understood as the space that must exist around the logo or label without any other element surpassing it and interfering, thus achieving a correct visualization of it and thus preventing its visual contamination. Providing a protected area for the logo ensures its visual independence from other graphic elements that may accompany it, thus facilitating its immediate identification.



## 2. Color

### 2.1. Chromatic background

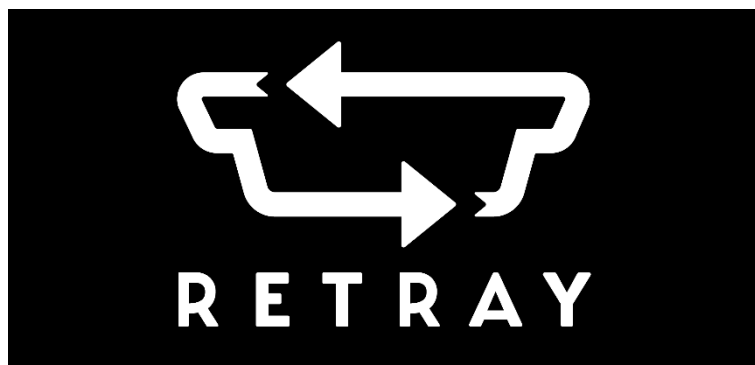
**Positive version** - Whenever possible the logo should be on a white background.



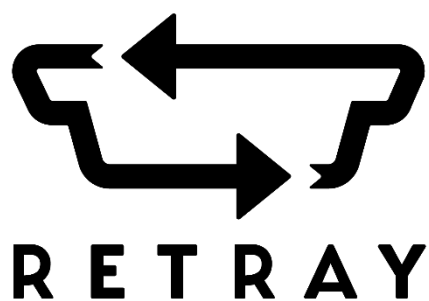
**Negative version** - Exclusive use for a PANTONE 7480 C corporate background



**Negative version** - Exclusive use for a black background



**Black version** - The RETRAY emblem in black is an exception. Its use is limited exclusively to those occasions in which it cannot be printed in color.



## 2.2. Corporate colors

This section establishes the corporate colors and the range of colors that linked to the RETRAY label may be used on the different media.

### Main Colors:



GREEN  
 Pantone 7480C  
 RGB: 0R / 191G / 111B  
 CMYK: 78C / 0M / 80Y / 0K  
 Hex: # 00BF6F



BLACK  
 Pantone: Black C  
 RGB: 51R / 51G / 51B  
 CMYK: 0C / 0M / 0Y / 90K  
 Hex: # 333333



WHITE  
 RGB: 255R / 255G / 255B  
 CMYK: 0C / 0M / 0Y / 0K  
 Hex: # ffffff

**Corporate color shades:** based on the main colors, a range of shades is established that can be used for all offline and online pieces.



75%



50%



25%



60%



30%



10%

### 3. Minimum size

The minimum size of the emblem is defined as the smallest size that it may be displayed while maintaining its adequate visibility. This minimum size will be different depending on whether the support is online or printed.

The **recommended minimum size** of the RETRAY emblem on container lids (rigid or flexible) and container bases (thermoformed rigid body) shall be **8 mm** in height.



### 4. Corporate typeface

The RETRAY corporate font for descriptors or information on sustainability under the RETRAY emblem is Calibri for use in all applications both offline and online.

### 5. The RETRAY name in text

The RETRAY name will always be written in capital letters and in the same font as the surrounding text. The logo will never be used. It must always be black or, where appropriate, Pantone 7480C, the label's corporate green.

### 6. Descriptor

#### 6.1. RETRAY label generic descriptor.

"Recycled & Recyclable PET trays" can be used as a claim for advertising formats and will be placed under the RETRAY emblem.



*Illustration 11. RETRAY label generic descriptor*

## 6.2. Reference to the EN 15343 standard.

To communicate that the requirements of the EN 15343 standard have been met for the determination of the minimum recycled content incorporated in products manufactured in the audited annual period, in the case of RETRAY Process, and in a specific product, in the case of RETRAY Product, the reference to the EN 15343 standard may be used under the RETRAY emblem.



*Illustration 12. Example of reference to the UNE-EN 15343 standard*

## Improper use

In general, any use other than that specified in the Manual may be considered a misuse of the label. In any case, modifications of any of the elements of the label or represent it in any color other than those mentioned are prohibited. It is also not allowed to apply effects, change the typography, distort the proportions or add any other element to the label. Any use that compromises its readability is prohibited.

Failure to comply with any of the aforementioned issues will lead to the immediate application of the measures contained in the General Regulations of the RETRAY Certification Scheme in its Infractions, Sanctions and Claims section.



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