

PACKAGING LABELS

OPTIONAL QR CODE

NOVEMBER 2026

Generic explanatory films for correct waste separation

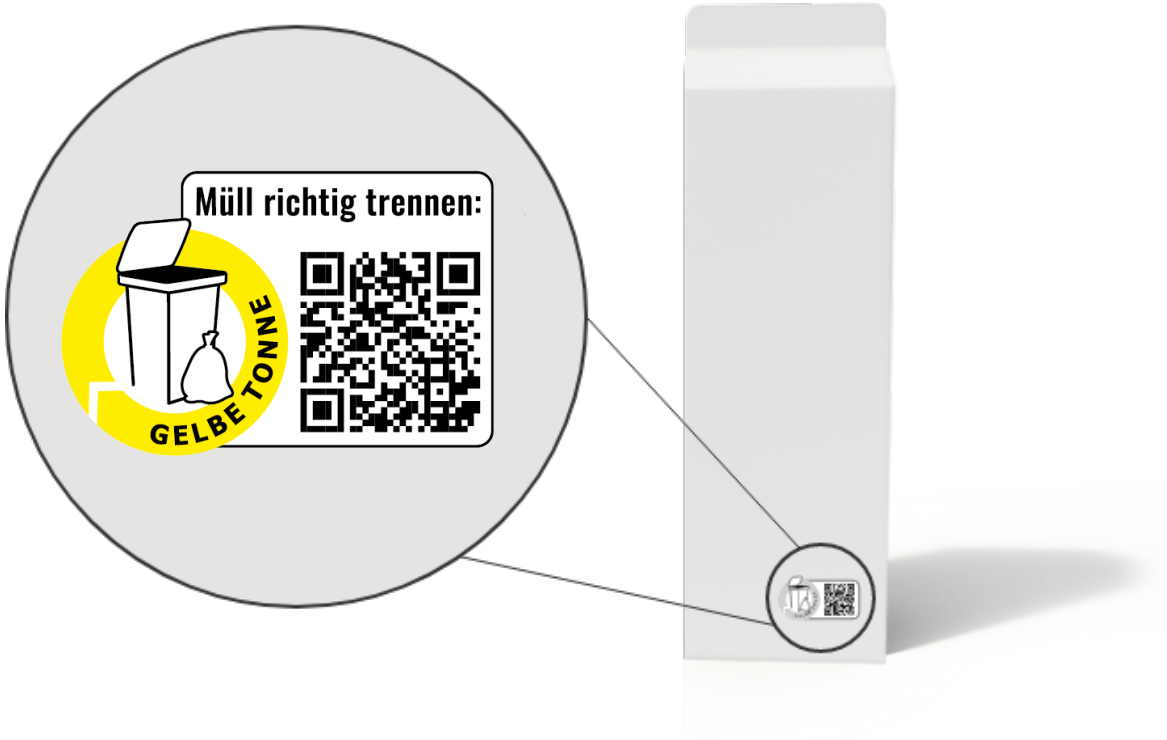
Optional QR codes can be used with the packaging labels.

The corresponding **QR codes** lead to **short generic videos** that:

- provide further **information** about correct waste separation,
- **give consumer-friendly tips**, and
- **motivate** people to participate.

A generic explanatory video in German is available for each packaging logo. Abroad, **a generic English-language film is played out using geolocation**.

The integrated logos with QR code are provided **free of charge**. If desired, the films can be **customised, e.g. with manufacturer-related packaging examples**.



Generic explanatory films for correct waste separation

Links to the explanatory videos in German, which are played when the QR code is scanned within Germany:

- For lightweight packaging (LP)
  https://www.trenn-hinweis.de/gelbe-tonne/
- For packaging made of paper, cardboard, carton (PCC)
  https://www.trenn-hinweis.de/papiertonne/
- For packaging made of glass
  https://www.trenn-hinweis.de/glassammlung/
- For packaging made of LP, PCC, and glass
  https://www.trenn-hinweis.de/gelbe-tonne-papiertonne-glassammlung/
- For packaging made of LP and glass
  https://www.trenn-hinweis.de/gelbe-tonne-glassammlung/
- For packaging made of LP and PCC
  https://www.trenn-hinweis.de/gelbe-tonne-papiertonne/
- For packaging made of PCC and glass
  https://www.trenn-hinweis.de/papiertonne-glassammlung/



Generic explanatory film for 3-fraction packaging. Click to play.

Internationalisation of QR codes

A generic film in English is played abroad.

- The QR codes enable manufacturers to motivate and inform consumers **abroad** through **geolocation**.
- The QR code films are **managed in such a way that consumers abroad see a different film after scanning** than users in Germany.
- **Customised country-specific explanatory films** are also possible. In this way, the separation information can also lead to an increase in the quantity and quality of used packaging collected abroad.

Link to the generic English-language film:
https://www.trenn-hinweis.de/gelbe-tonne/?lang=en



Generic English explanatory film. Click to play.

Integration of QR code in waste sorting logo

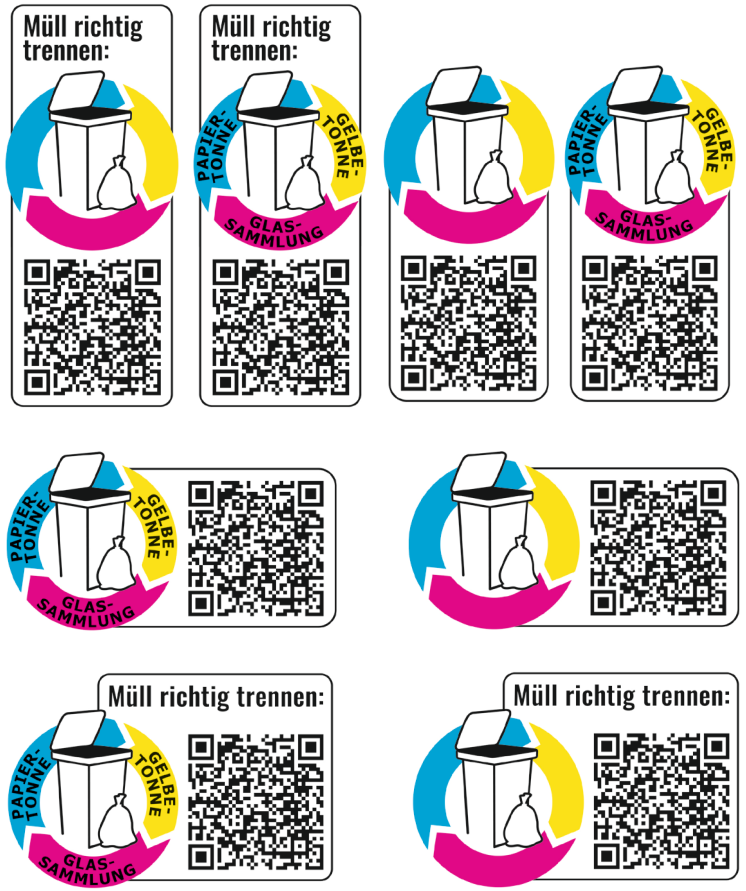
To use the videos simply use templates or generate QR code.

Together with the separation instructions, **integrated packaging logos with QR code** to the generic films are provided. These can be used **free of charge**.

Alternatively, the corresponding link can easily be **converted into a QR code** in order to place the QR code flexibly on the packaging - next to the separation notice.

Attention: Please check the QR code before printing, e.g. to ensure that

- the QR code works
- the QR code leads to the right film according to the fractions of the packaging
- the QR code is correctly placed and scannable (colour contrast, size, etc.).



Optional customisation of short films

If desired, the short films can be customised.

The short films can be customised, for example, by using **manufacturer-related packaging examples** or **integrating the corporate design** of the distributor.

What such an implementation can look like is exemplified in the customised STYLEX videos:

- www.trenn-hinweis.de/stylex/video-1/
- www.trenn-hinweis.de/stylex/video-2/
- www.trenn-hinweis.de/stylex/video-3/

If you are interested, please contact us for more information at **kontakt@trenn-hinweis.de.**



Customised explanatory film STYLEX. Click to play.