



# PACKAGING LABEL

OPTIONAL QR CODE

DECEMBER 2024

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 geo-localization**.

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 PPC 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

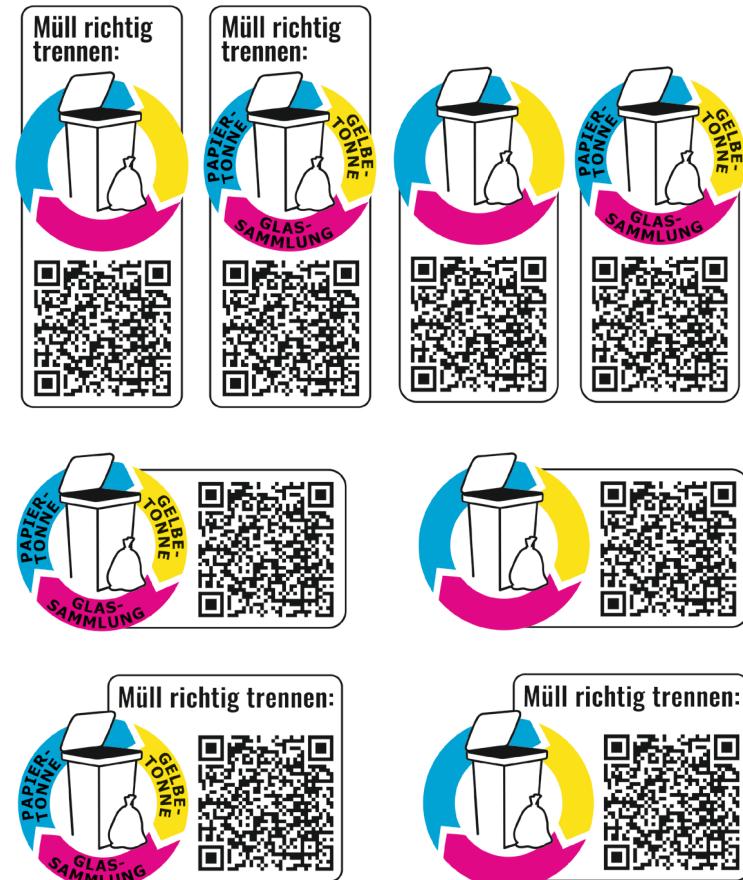
**To use the videos simply use templates or generate QR code.**

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 (color contrast, size, etc.).



### Optional customisation of short films

**If desired, the short films can be customised.**

The short films can be customized, 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/](http://www.trenn-hinweis.de/stylex/video-1/)
- [www.trenn-hinweis.de/stylex/video-2/](http://www.trenn-hinweis.de/stylex/video-2/)
- [www.trenn-hinweis.de/stylex/video-3/](http://www.trenn-hinweis.de/stylex/video-3/)

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



*Customised explanatory film  
STYLEX. Click to play.*