



## **SORTING SIGNAGE FOR HOUSHOLD PACKAGING**

### **User Guide**



**October 2021**

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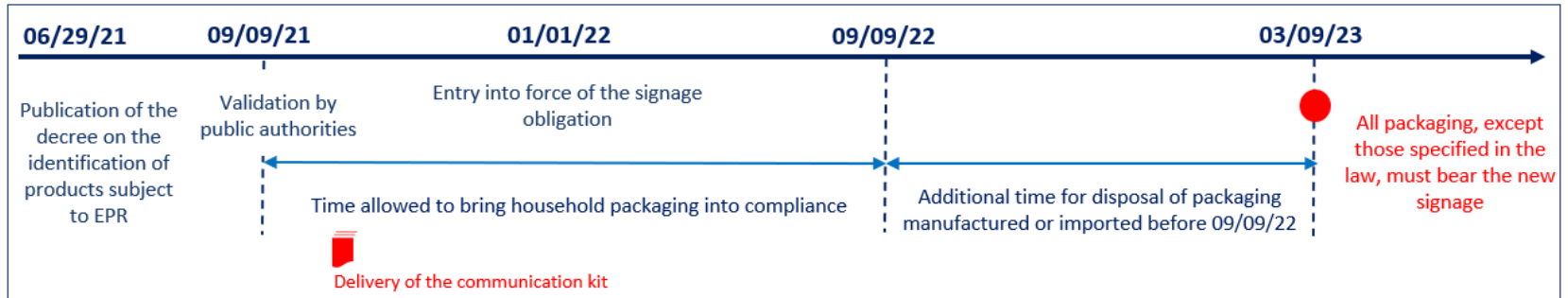
# 1. Introduction of the new signage: Principles

**Modular signage** offering a wide range of solutions depending on the nature, size and complexity of the products.

**A signage that facilitates the sorting gesture by promoting :**

- ✓ The need to **separate**, if necessary, the different packaging elements before placing them in the sorting bins.
- ✓ The identification by the **color code of the right sorting bin**: Green for glass Yellow for the other elements of packaging.
- ✓ The **simplicity of the explanation** through texts, pictograms or both.
- ✓ The **optional highlighting** of the benefit of the extension of the sorting instructions.
- ✓ **Multi-country** adaptation, without text.

## Implementation schedule



# 1. Introduction of the new signage: Changes

Household garbage bin is no longer a destination for any packaging, No material must be specified anymore.



The Green Dot is no longer mandatory since January 2017. The law of 2020, provides for the prohibition of its use

In anticipation of harmonization, there is no longer a requirement to refer to local sorting instructions

Identification of the appropriate sorting bin



The use of the tri-man logo is mandatory

Optional mention:

*Séparez les éléments avant de trier*



Green mark (glass containers)



Yellow mark (all other packaging)



Identification of packaging elements by text, pictograms, both or an explanatory sentence

Optional benefit:



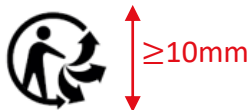
These changes and the simplification of the sorting instructions are made possible by the progressive modernization of the plants dedicated to the sorting and treatment of household waste. More than 50% of the French population is covered to date.

## 2. Graphic charter rules to be respected

### Triman logo

All the proposed formats have been designed in compliance with the requirements of the signage charter defined by Ademe.

Standard format



Compact format



### Typography

- **Packaging items:** Helvetica Neue 77 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

- **Optional separation information**  
(Séparez les éléments avant de trier):

Helvetica Neue 67 Medium  
Condensed Oblique

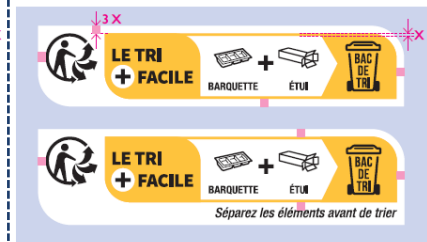
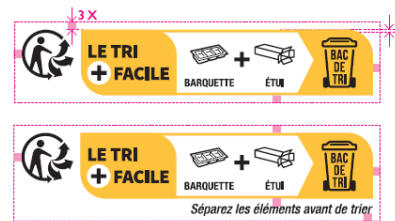
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### The protection zone

- The protection area is indexed to the thickness of the file multiplied by 3.
- Ensure that the thickness of the letter shafts is never less than 0.2 mm.
- Regardless of the configuration and format used, make sure that the text size is always greater than or equal to **5 pts**.

The space must always remain free of any element that could disturb readability.

When the background is disturbed, this area is used as a white box.



### 3. Type of formats: standard, compact

#### 2 formats to choose: Standard or compact

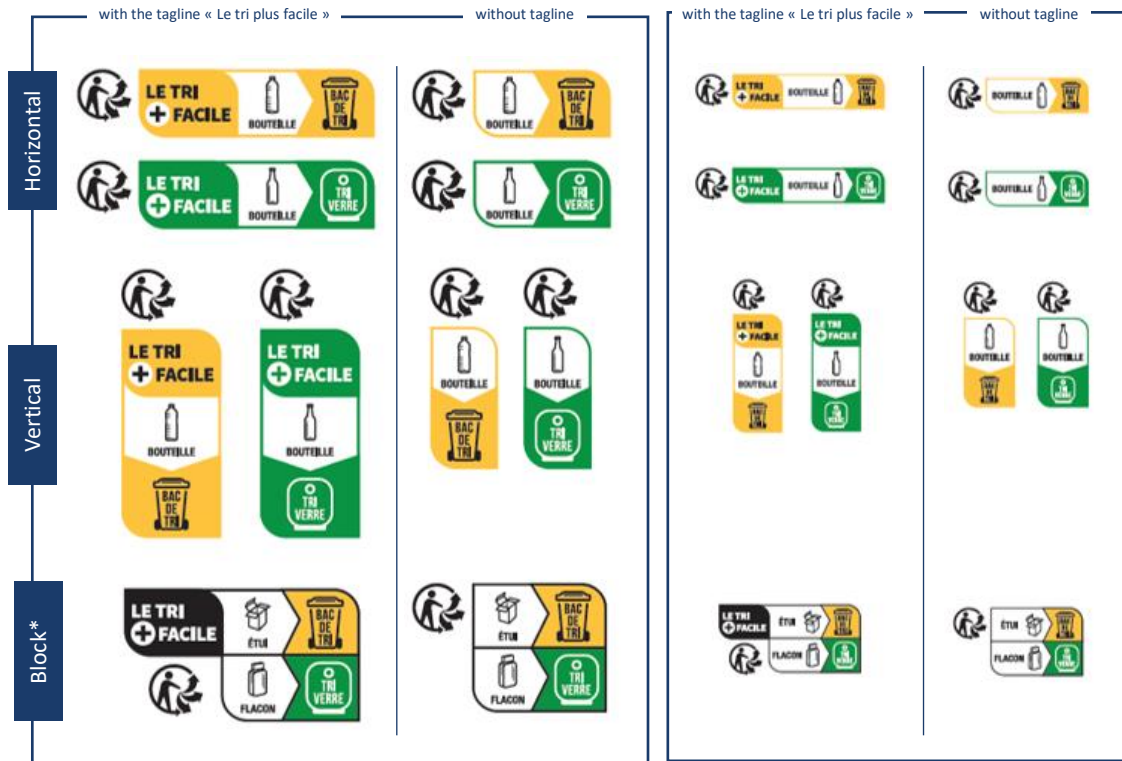
- Depending on the **number** of elements
- According to the **size** constraints
- According to the **shape** constraints

**Standard:** This is the reference format to be used in priority if the available space on the packaging allows it. It can be enlarged.

**Compact:** This is the format to use when space is limited. It cannot be reduced because it is built with a 6 mm high Triman, which is the minimum size authorized by Ademe.

#### Standard

#### Compact



\* Block version is available for multi-destination packaging only

## 4. Type of box: **Horizontal**

### **Standard** (to use in priority)

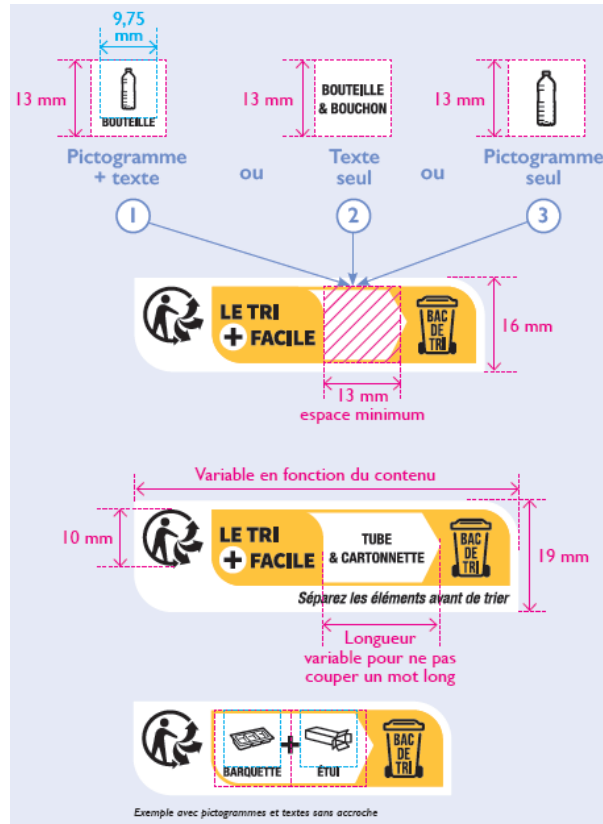
- The height of the readability box: 16 mm (19 mm with the optional baseline).
- The elements (pictograms and/or text): 13 mm square (can be enlarged in case of very long words to avoid hyphenation).

### **Compact** (limited space available)

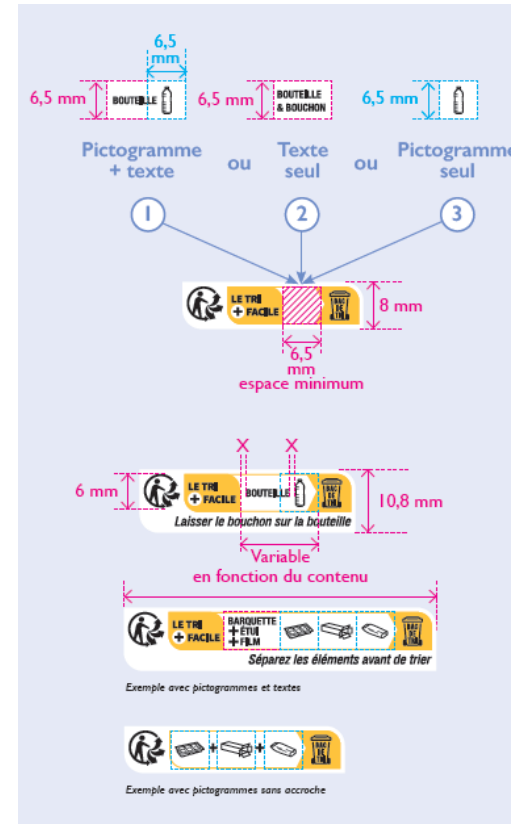
- The height of the readability box: 8 mm (10.8 mm with the optional baseline).
- The elements (pictograms and/or text): 6.5 mm high rectangle.

- The ratios must be respected in case of enlargement.
- All the elements are then optically centered in the white space of the title block.

## Standard



## Compact



## 4. Type of box: **Vertical**

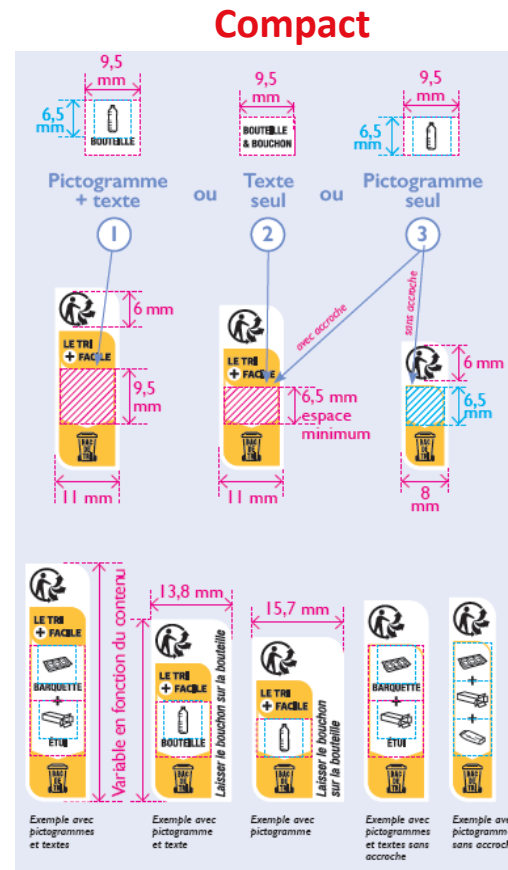
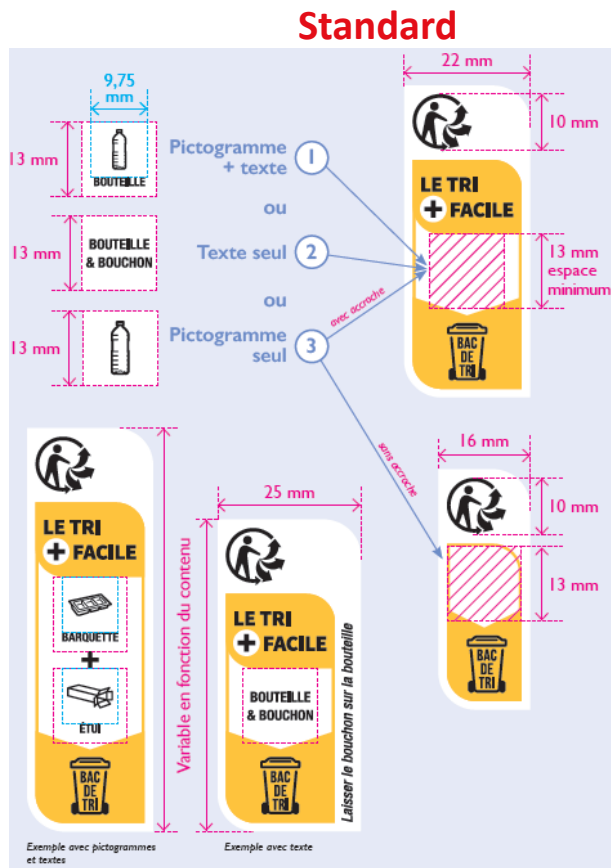
### Standard (to use in priority)

- The width of the readability box: **16 mm** or 22 mm with the optional tagline. With the optional baseline : 19 mm or 25 mm with the tagline.
- The elements (pictograms and/or text): **13 mm** square.

### Compact (limited space available)

- The width of the readability box: **8 mm** or 11 mm with the optional tagline. With the optional baseline : from 10.8 to 15.7 mm or from 13.8 à 15.7 mm with the tagline.
- The elements (pictograms and/or text): **6.5 mm** high rectangle.

- The ratios must be respected in case of enlargement.
- All the elements are then optically centered in the white space of the title block.





## 4. Type of box: **Block** (only for multi-destination packaging)

### Standard (to use in priority)

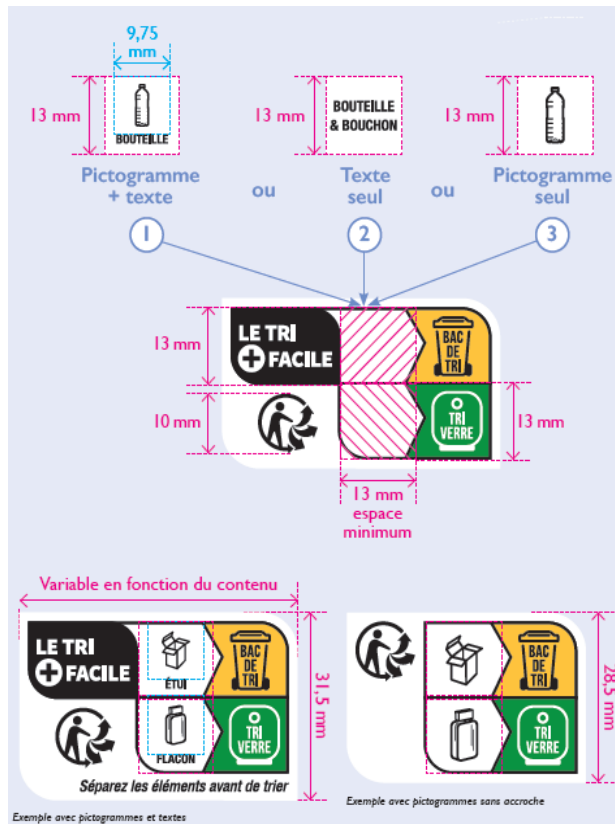
- The width of the readability box: **28.5 mm** or 31.5 mm with the optional tagline
- The elements (pictograms and/or text): **13 mm** square (can be enlarged in case of very long words to avoid hyphenation).

### Compact (limited space available)

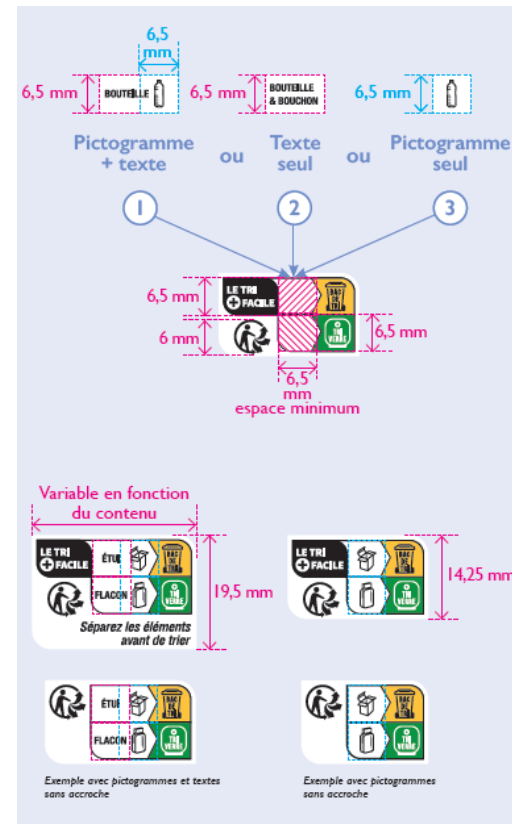
- The height of the readability box: **14.25 mm** or 19.25 mm with the optional baseline.
- The elements (pictograms and/or text): **6,5 mm** high rectangle.

- The ratios must be respected in case of enlargement.
- All the elements are then optically centered in the white space of the title block.

### Standard



### Compact



## 5. Presentation of information: text, pictograms

The packaging items can be presented in 4 different ways



Text + Picto

BOUTEILLE

Text only



Picto only

Explanatory sentences



ETUI ET BARQUETTE  
A SEPARER  
ET A DEPOSER  
DANS LE BAC DE TRI



ÉTUI ET BARQUETTE  
A SEPARER ET A DEPOSER  
DANS LE BAC DE TRI



EMBALLAGES A SEPARER  
ET A DEPOSER DANS LE  
BAC DE TRI



For packages composed of 3 or more elements, it is possible not to quote the elements separately by indicating "Emballages".

The **destination** can be presented in 2 ways



Picto only



Text + Picto

# 5. Presentation of information: design of pictograms

## Available pictograms

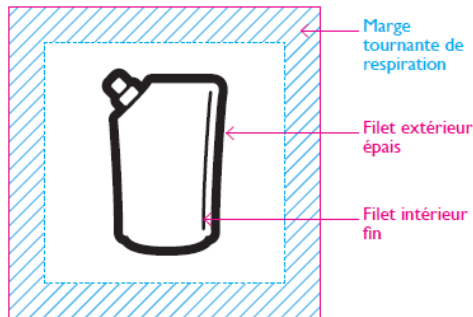
A library of pictograms representing most existing packaging (food and non-food) is at your disposal.

## Create custom pictograms

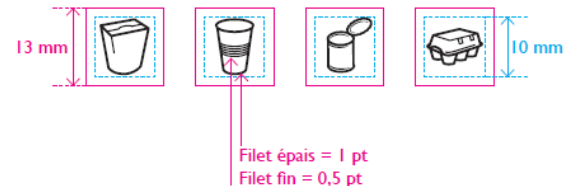
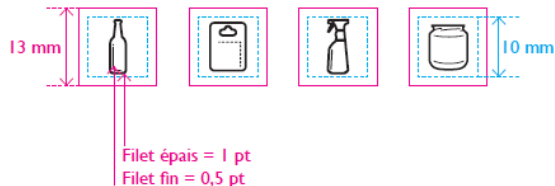
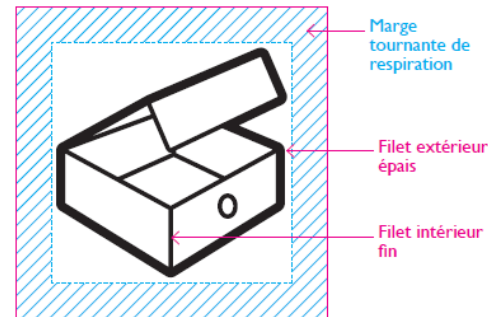
You have the possibility to design new packaging pictograms if necessary. In this case, the following rules should be applied:

- the pictogram must be drawn with thread, preferably with a maximum of 2 thicknesses of thread (a thick thread for the main exterior contours and a thin thread for the interior details),
- the pictogram must be drawn, either completely in **profile** or in **isometric 3D**,
- the design must fit into a **10 x 10 mm square**, and the whole thing must fit into a **13 x 13 mm square**, with a rotating breathing margin of 1.5mm.







## De profil



## 3D isométrique



## 6. Color Codes

	Glass packaging	Non-glass packaging	Mixed packaging: non-glass + glass
Color			
Monochrome of your choice			

All versions, with or without the "Le Tri + Facile", are offered in color or monochrome, at the discretion of the producer.



Pantone 2258 C  
C85 M0 J100 N20



Pantone 123 C  
C0 M25 J86 N0



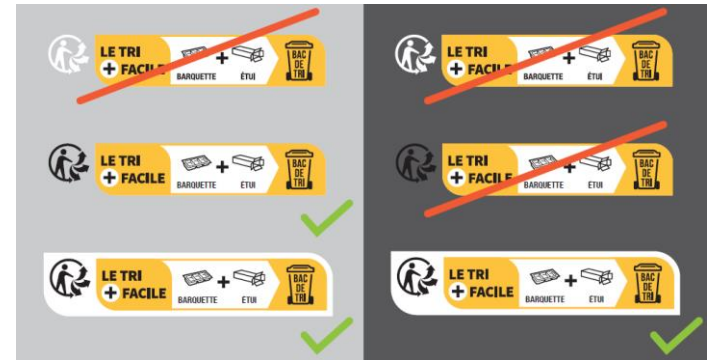
Pantone Black C  
C0 M0 J0 N100

The reproduction of the logotype must be done :

- in direct tone **Pantone®** when the printing process allows it,
- in **CMYK four-color process** when direct tone printing is not possible,
- in **RGB colors** for screen use (web, video, apps, office automation, etc.). When color printing is not technically feasible, the logotype must be applied in the monochrome color of your choice.

### Application on background

The signage must always be applied in a version that guarantees good visibility on the background.

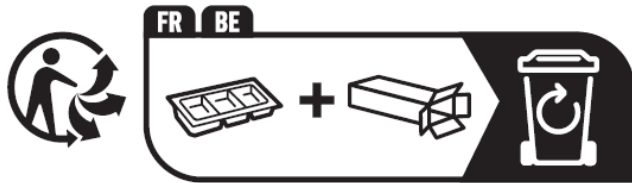


## 7. Signage adapted for export

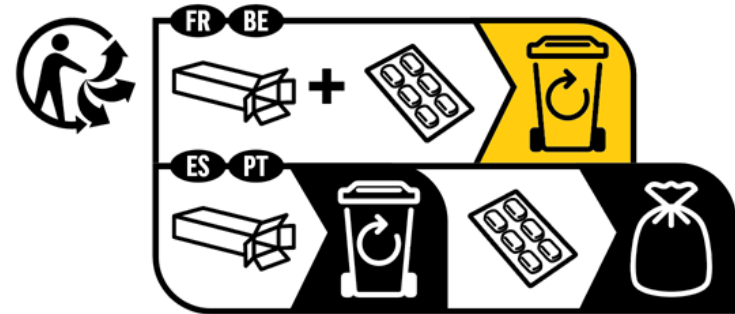
It is possible to add other countries sorting rules thanks to the "multi-country" options.

- **The versions without texts are to be preferred.**
- **The initial of the concerned countries is to be added**

Example when the sorting rule is identical



Example when the sorting rule is different



**For your information:** Italy, Portugal and Slovenia are considering making the sorting rule mandatory on packaging without imposing a format.

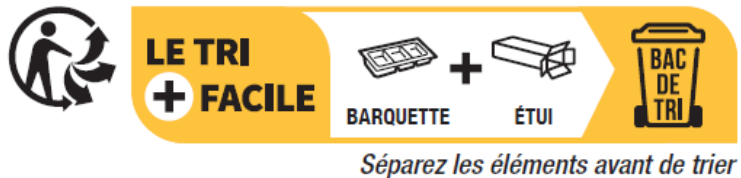
## 8. Optional indications: incentive tagline and separation statement

### The optional incentive tagline



This optional incentive makes it possible to point out the change and the benefit for the consumer of the extension of the sorting instructions to all packaging: the simplification of the gesture. It is perceived as an incentive and provides a service value.

### The optional separation statement



The importance of separating the various packaging components to facilitate recycling can be emphasized. The wording written in full below the cartridge reinforces the message.

**On the other hand**, it is recommended, for certain packaging, **NOT** to encourage separation, for example: "Leave the cap on the bottle".

## 8. Special cases: Exemption or adaptation of the display

### Pour les surfaces <10 cm<sup>2</sup>

Les signalétiques ne sont pas obligatoires mais doivent être disponibles sous format dématérialisé si:

- Le plus grand côté ou la surface globale de l'emballage est inférieur à 10cm<sup>2</sup>
- Il n'y a pas de documentation associée

### Pour les surfaces comprises entre 10 et 20 cm<sup>2</sup>

Les emballages doivent être porteurs du Triman mais sont exemptés de la signalétique globale sous réserve que cette dernière soit dématérialisée si:

- La plus grande face ou la surface globale est comprise entre 10 et 20 cm<sup>2</sup>
- Il n'y a pas de documentation associée

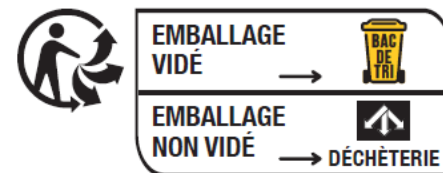
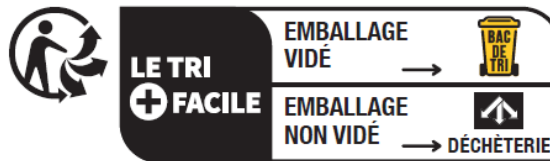
### Pour les emballages de boisson en verre - Loi AGECC Art 17

L'apposition du logo Triman et de la nouvelle signalétique sur les bouteilles de boissons en verre est recommandée mais pas obligatoire

L'ancienne signalétique de tri ne pourra plus être utilisée au-delà du **9 mars 2023**. Elle devra être retirée ou remplacée par la nouvelle signalétique



### Cas particulier des emballages de produits potentiellement dangereux et non inflammables (mais non DDS)



## 8. Special cases: Exemption or adaptation of the display

### For surfaces <10 cm<sup>2</sup>

Signage is not required but must be available in a paperless format if:

- The largest side or overall surface of the package is less than 10cm<sup>2</sup>.
- There is no associated documentation

### For surfaces between 10 and 20 cm<sup>2</sup>

The packaging must carry the Triman but is exempt from the global signage provided that the latter is dematerialized if:

- The largest face or overall surface is between 10 and 20 cm<sup>2</sup>.
- There is no associated documentation

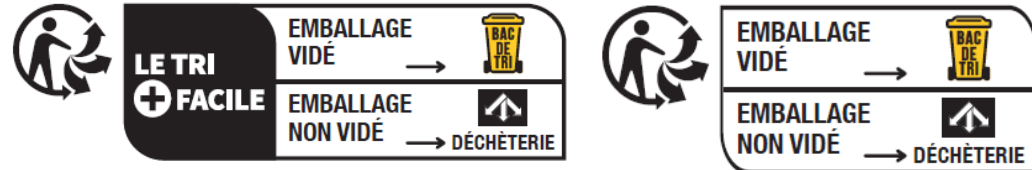
### For glass beverage containers - AGEC Law Art 17

The use of the Triman logo and the new signage on glass beverage bottles is recommended but not mandatory

The old sorting sign cannot be used after March 9, 2023. It must be removed or replaced with the new signage



### Special case of packaging of potentially dangerous and non-flammable products (but not DDS)





## Questions?

Don't hesitate to contact us at :

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[www.leko-organisme.fr](http://www.leko-organisme.fr)

