

# PACKAGING LICENSING MADE EASY FOR GERMANY AND AUSTRIA

## Who is affected by the Packaging Act?

On 01 January 2019, the Packaging Act (VerpackG) came into force with important obligations for producers and distributors - even those who place only small quantities of packaging on to the market.

Without exception, everyone who places packaged commercial goods on to the market that end up with the consumer is affected by the Packaging Act. This is the principle of extended producer responsibility (EPR) that operates in Germany. It applies to both large mail order companies and small online retailers. And, as the Act does not stipulate a de minimis amount, it even applies to the smallest quantities.

Every initial distributor must register with the Zentrale Stelle (ZSVR), which is the Central Agency Packaging Register, and license the packaging placed on the market via a packaging compliance scheme.

**Failure to comply with these legal obligations can result in a fine of up to €200,000.**

## Your solution: EASyShop

As an independent environmental and waste disposal specialist, we'll take care of your packaging volumes in an eco-friendly and legally secure manner.

With the Landbell EASyShop, you can meet all your legal requirements in just a few clicks. License your sales packaging quantities easily from 75 €/year (plus VAT). The price already includes the license fees for 100 kg of paper/cardboard/cardboard packaging. That's about 375 medium-sized shipping cartons.

**Initially, you have no further fees.  
Licensing for Austria from 129,50 € per year is also possible.**

### Your benefits:

- We ensure your compliance for at least 2 years. From the third year, you receive a loyalty bonus
- Full legal security
- User-friendly Landbell EASyShop onlineportal
- Licensing also available for packaging destined for Austria, on request
- No advance payment for planned quantities, invoicing only takes place at the end of the year

- Full flexibility in case of quantity changes with no surcharges or penalties for quantity deviations

## Checklist- what you need to do



### Register with the ZSVR:

As a party that puts retail packaging on the market, you must register with the ZSVR and subsequently be publicly listed online. Only then are you allowed to put packaging into circulation.



### Participation in a packaging scheme:

You are legally required to contractually engage with a packaging compliance scheme, such as the one operated by Landbell, to recover the packaging you have placed on the market.



### Report information to the ZSVR

All information reported to a packaging scheme as part of your volume reporting must also be reported to the ZSVR. The packaging scheme also forwards the reported packaging volumes to the ZSVR for reconciliation.



### Do I have to do all this myself?

Registration and reporting to the ZSVR are your personal duty and may not be contracted out to a third party.

However, Landbell can help you prepare for registration, reporting, and the recovery of your packaging volumes.

## How to register in EASyShop:



### 1. Initial distributor?

If you are the first party to fill packaging with goods that end up with private consumers, then you are an initial distributor and therefore affected by VerpackG..



### 2. Registration

Find out more and register at [easysshop.landbell.de](https://easysshop.landbell.de) in just two steps.



### 3. Contract

You can set up your participation contract right after you've registered.

For an annual fee of 75 € (plus VAT), you can license up to 100 kilograms of paper/cardboard/cardboard packaging for Germany (equivalent to about 375 average-sized shipping cartons).



### 4. Volume reporting

You can easily submit your volume reports retroactively via EASyShop after the end of the year. Here, you can enter your circulated volumes by material fraction (cardboard, paper, carton, glass, aluminum, etc.).



### 5. Payment

You can conveniently pay by credit card, Paypal, Alipay or on account.



## REGISTER HERE:

Scan the QR code to go directly to EASyShop



LANDBELL GROUP is an international provider of comprehensive take back, consulting and software solutions for environmental and chemical compliance.

Established as a packaging compliance scheme in Germany in 1995 LAND-BELL GROUP has since evolved into a global service provider.

Today, LANDBELL GROUP operates in 13 countries producer compliance schemes worldwide for various waste streams, helps over 38.000 customers

in more than 60 countries to fulfil their extended producer responsibilities, and collected over 760.000 tonnes of waste batteries, electronics and packaging in 2020.

Specifically in Germany, Landbell AG operates a certified and independent packaging compliance scheme for producers and retailers to meet their legal requirements.