

Press Release 30.9.2025

## RFID reveals the true recyclability of packaging

Espoo, 30.9.2025 – Veolia's sorting facility in Ochtendung, Germany, is harnessing RFID technology to track packaging in real-world conditions. For the first time, the system delivers precise data on which packages actually make it into recycling – and which do not.

### Making the real challenges of sorting visible

The Ochtendung facility processes 90,000 tonnes of plastic every year. Test packages equipped with RFID tags travel through the conveyor line as usual, monitored by nine readers across 36 inspection points. Every movement is recorded and compiled into a report. The results reveal exactly where packages may be misdirected into the wrong stream – preventing their use in recycled plastic production.

*“Recycling would be impossible without correctly sorted materials. RFID supports the entire process,” says David Wardle, Packaging Engineer at CIRCPACK by Veolia.*

### A new tool for packaging design

The system enables rapid and repeatable testing, giving packaging developers a completely new way to evaluate designs. By identifying where issues occur on the line, it creates a powerful feedback loop between sorting operations and packaging innovation.

### Driving circular economy goals

When packages can be tested and optimized before reaching the market, more of them will end up in the correct recycling streams and into recycled plastic production. RFID technology therefore supports both brand sustainability commitments and the EU's tightening recycling targets.

### Supporting Materials

- Video RFID at Sorting Facility: <https://turckvilant.com/veolia-video>
- Customer Case Story: Case Veolia <https://turckvilant.com/Veolia>
- How RFID drives Recycleable Plastics: <https://turckvilant.com/knowledge/rfid-packaging-testing>



Turck-Vilant-Systems-Veolia-linjasto.jpg  
Packaging marked with an RFID tag at Veolia's sorting facility

LINK TO PHOTOS

<https://turckvilant.com/pr-kuvat>

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