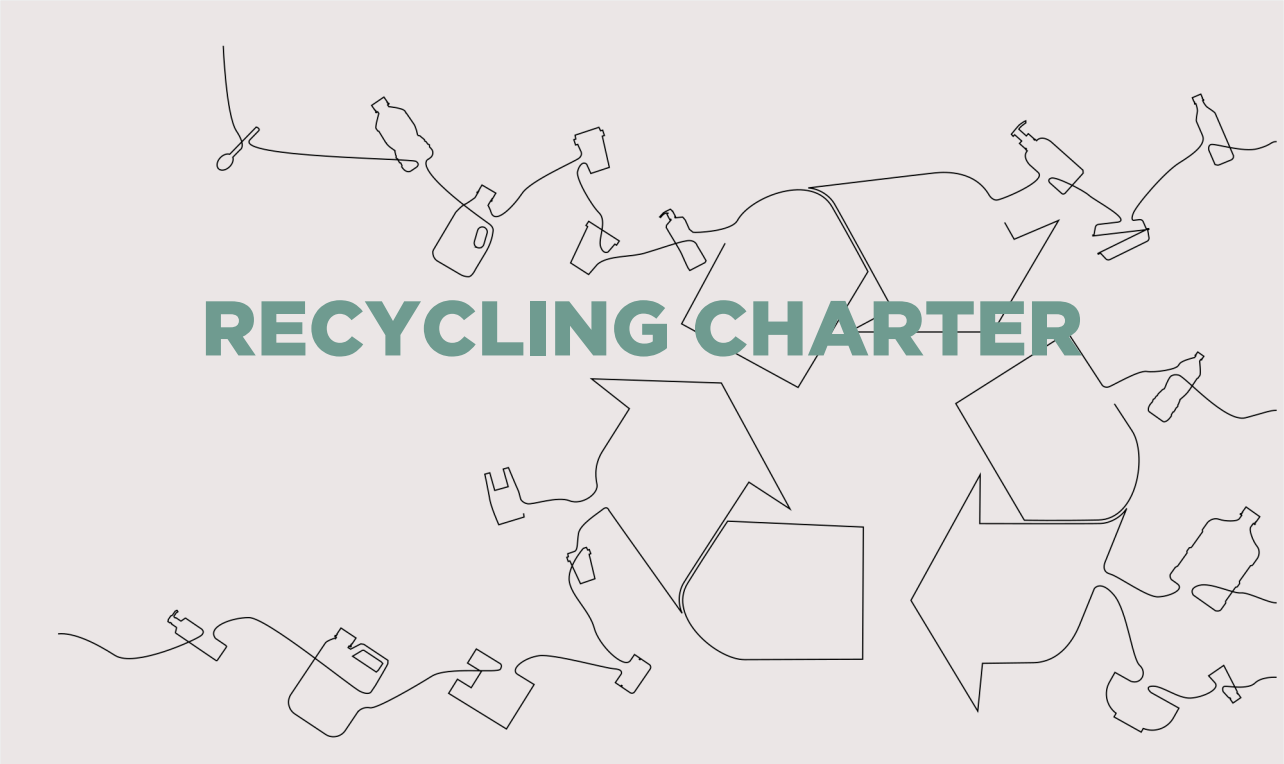
GROUPE GM
EXCLUSIVE AMENITIES



We have developed this guide to help you manage the sorting of your products as effectively as possible.

In line with French and European regulations aimed at reducing packaging waste, the phase-out of single-use plastic packaging has become a key objective. To support this transition, three main areas of action have been identified:

REDUCE, REUSE, AND RECYCLE

CARE
ABOUT
EARTH

REDUCE

Groupe GM is taking concrete steps to reduce the amount of material used in its packaging and limit the use of fossil-based plastics. Three key strategies are being implemented:

- **Elimination of excess packaging**: each component is designed to be as compact as possible, without any unnecessary material.
- **Sustainable materials**: our tubes, bottles, and dispensers are primarily made from sugarcane bagasse, a bio-based material derived from an agricultural byproduct, or from recycled plastic (RPET, RPP), thereby reducing dependence on fossil fuels.
- **Dispensers**: our Ecosource and Ecofill systems replace single-use bottles with a refillable dispenser. A single dispenser can thus prevent the production of dozens of bottles over its lifetime, significantly reducing the amount of plastic entering the market.



REUSE

Reuse is a key component of our innovation initiatives. Rather than replacing the entire bottle with each refill, our dispensers are designed to last: only the refill pouch is replaced. These pouches are ultra-lightweight and generate up to ten times less plastic than a conventional bottle.

ECOSOURCE



11 g
RECYCLABLE
POUCH

375ml -2.68fl.oz



ECOFILL



8 g
RECYCLABLE
POUCH

300 ml - 10.14 fl.oz
400 ml - 13.5 fl.oz



RECYCLING AND COMPOSTING

We are constantly working to offer more sustainable alternatives. Groupe GM designs its packaging to be compatible with existing recycling systems.



RECYCLING

Once a recycling system has been established, our packaging is designed to fit into it. This is particularly true for tubes, bottles, and dispensers made of PET, PE, and PP, for which recycling systems are now well-established and widespread.

To optimize recycling, we recommend separating each item before placing it in the appropriate bin.
Here is a breakdown of the materials used:

RECYCLABLE

Please place in the recycling bin

100%
RECYCLABLE

OUR BOTTLES

Recycled plastic
RPET/RPP
Bio-based
PE SUGARCANE
Aluminium
Other Plastic
PE/PET/PETG/PP



OUR TUBES

Bio-based
PE SUGARCANE
Aluminium
Cardboard



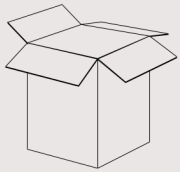
OUR POOCH

Plastic:
PE



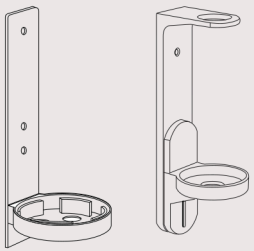
OUR PACKAGING

Paper:
Grouping boxes
Cases
Bags



OUR WALL BRACKETS

Our ABS and stainless steel brackets



Non-recyclable items

Please dispose of these in the general waste bin.

The items listed below cannot be processed by current recycling systems. Please do not place them in the recycling bin.

- Pumps
- Single-use sachets
- Metallised caps
- Accessories (razors, toothbrushes, etc.) except the 0% range (bamboo and cotton products, etc.)
- Hard plastic or plexiglass trays
- Wet wipes

COMPOSTABLE



100%
COMPOSTABLE

OUR ACCESSORIES

Bags / Trays / Accessories made from bio-based materials which are labelled ‘compostable’.

Some of our accessories (bags, bio-based trays) can be composted through industrial processes. These products are clearly labelled ‘compostable’ on their packaging. They must not be put in the recycling bin or composted at home: please take them to a recycling centre that accepts organic waste or place them in your local council’s organic waste bin.

CARE
ABOUT
EARTH

www.groupegm.com