Get ready for **PPWR**

What is the PPWR?

The Packaging and Packaging Waste Regulation (PPWR) is the new, Europe-wide legally binding packaging regulation. It replaces the previous national packaging directive (94/62/EC) and ensures uniform rules for the placing on the market, design, and disposal of packaging in EU member states.

The main goals of the PPWR

- + Minimize packaging waste
- + Promote reusability
- + Reduce resource consumption
- + Improve recyclability
- + Establish a circular economy

INNOVATIVE
PACKAGING SOLUTIONS

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Together for a **sustainable circular economy**

OUR REUSABLE PACKAGING SOLUTIONS

Contain no substances of very high concern and comply with REACH and RoHS.

Are recyclable thanks to the use of monomaterial.

Can be made of high-quality recycled material.

Are designed for high packing density (avoiding unnecessary empty space).

Are reusable and remain in use by customers for years.

Can be repaired.

2024

Agreement among EU institutions and adoption of the PPWR.

2025

Publication of the PPWR text and entry into force on February 11.

2026

The date of application for the PPWR is August 12 and implementation of initial requirements.

BY 2030

+ All packaging must be recyclable
+ 35% recycled content in plastic packaging
+ 40% reusable transport packaging
+ 100% reusable packaging for intercompany logistics and national transport

BY 2040

+ 65% recycled content in plastic packaging
+ 70% reusable transport packaging

Do you have questions about PPWR?

Get in touch with our sustainability experts. We're happy to support you on your journey to PPWR-compliant transport packaging.

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