

Information on PPWR | Packaging and Packaging Waste Regulation

Legislation starts applying on **12 August 2026** with specific targets to start applying over next 5-10-15 years



Reuse targets for transport packaging

- In the form of pallets, foldable-plastic boxes, boxes, trays, plastic crates, intermediate bulk containers, pails, drums and canisters of all sizes and materials, including flexible formats or pallet wrappings or straps for stabilisation and protection of products put on pallets during transport
- **40**% of the aforementioned transport packaging by 2030, **70**% by 2040
- 100% for transport packaging used for intralogistics (between different sites on which the operator performs its activity)



Labelling (reuse)

- Packaging needs to be increasingly digitised and able to be tracked and traced (impossible for cardboard)
- **PPWR** will introduce a harmonised label to indicate reusability
- **PPWR** will also require reusable packaging to carry a 'digital carrier' label to enable traceability



Extended Producer Responsibility (EPR)

- EPR schemes make producers financially responsible for the full waste management costs of packaging
- These rules are now different all across the EU (difference in fees)
- These rules will be harmonised at EU level, whereby RTP will be able to receive an exemption as it individually fulfils its **EPR** responsibilities (unlike cardboard, who will remain subject to the EPR schemes, which will have a negative impact on its price)



Reuse definition and minimum #rotations

- PPWR sets very specific requirements for reusable packaging (e.g. ability to be reconditioned (incl. cleaning/washing and reparation), there needs to be a system for reuse in place, and the packaging needs to complete a minimum number of rotations (TBD))
- RTP will legally be recognised as "reusable", cardboard will not







