



INFORMATION ON PPWR

Packaging and Packaging Waste Regulation



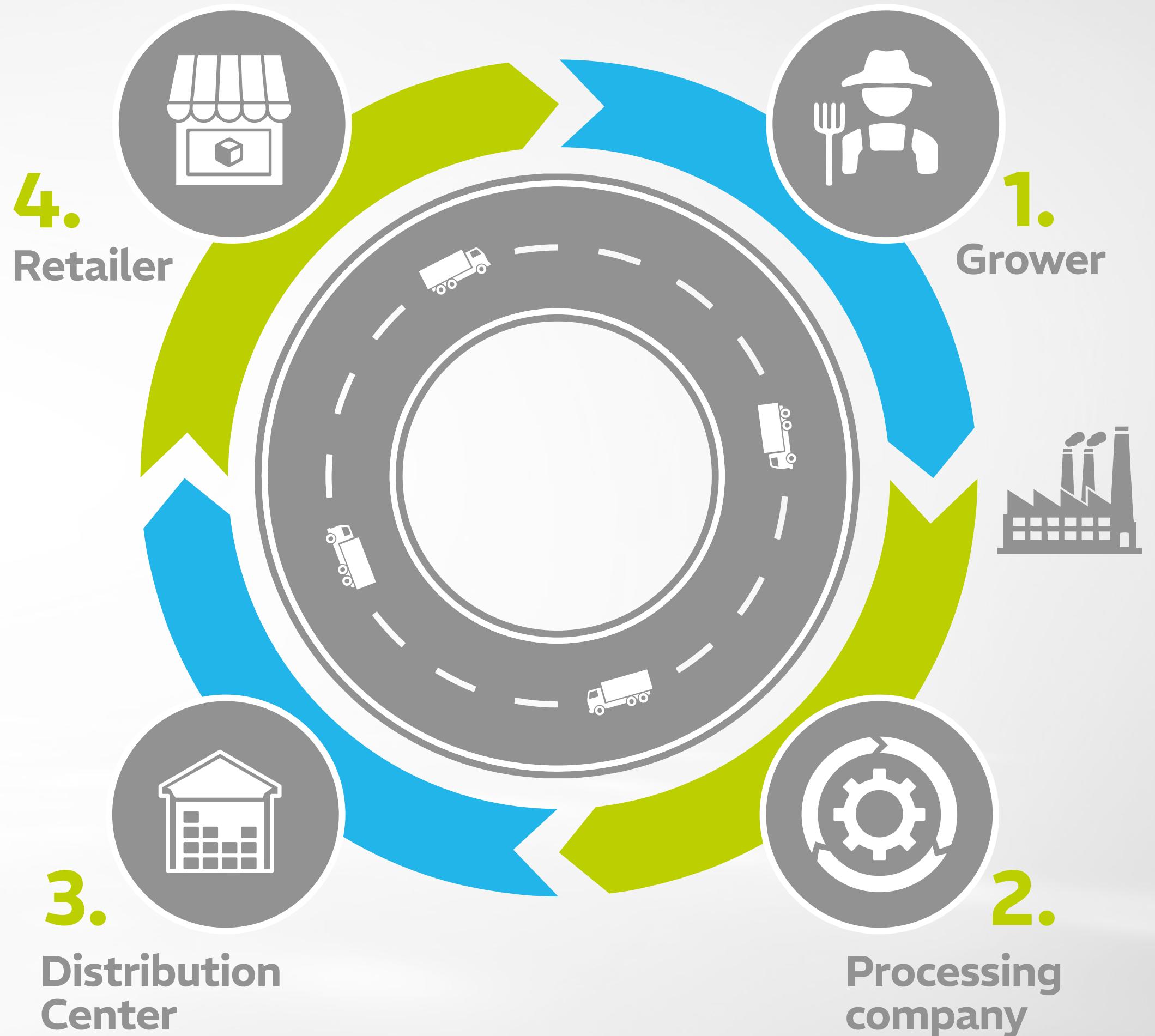
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Who does the PPWR apply to?

The **PPWR** applies to all economic actors in the supply chain, from importers to suppliers to manufacturers/producers to distributors.

In every step of the way, new rules will apply that will push for more reuse.



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Which packaging does the PPWR apply to?

The **PPWR** applies to all types of packaging on the market.

For transport packaging:



pallets



crates



bigboxes



cardboard boxes

For sales packaging:



cups



bowls



These images will be a thing of the past



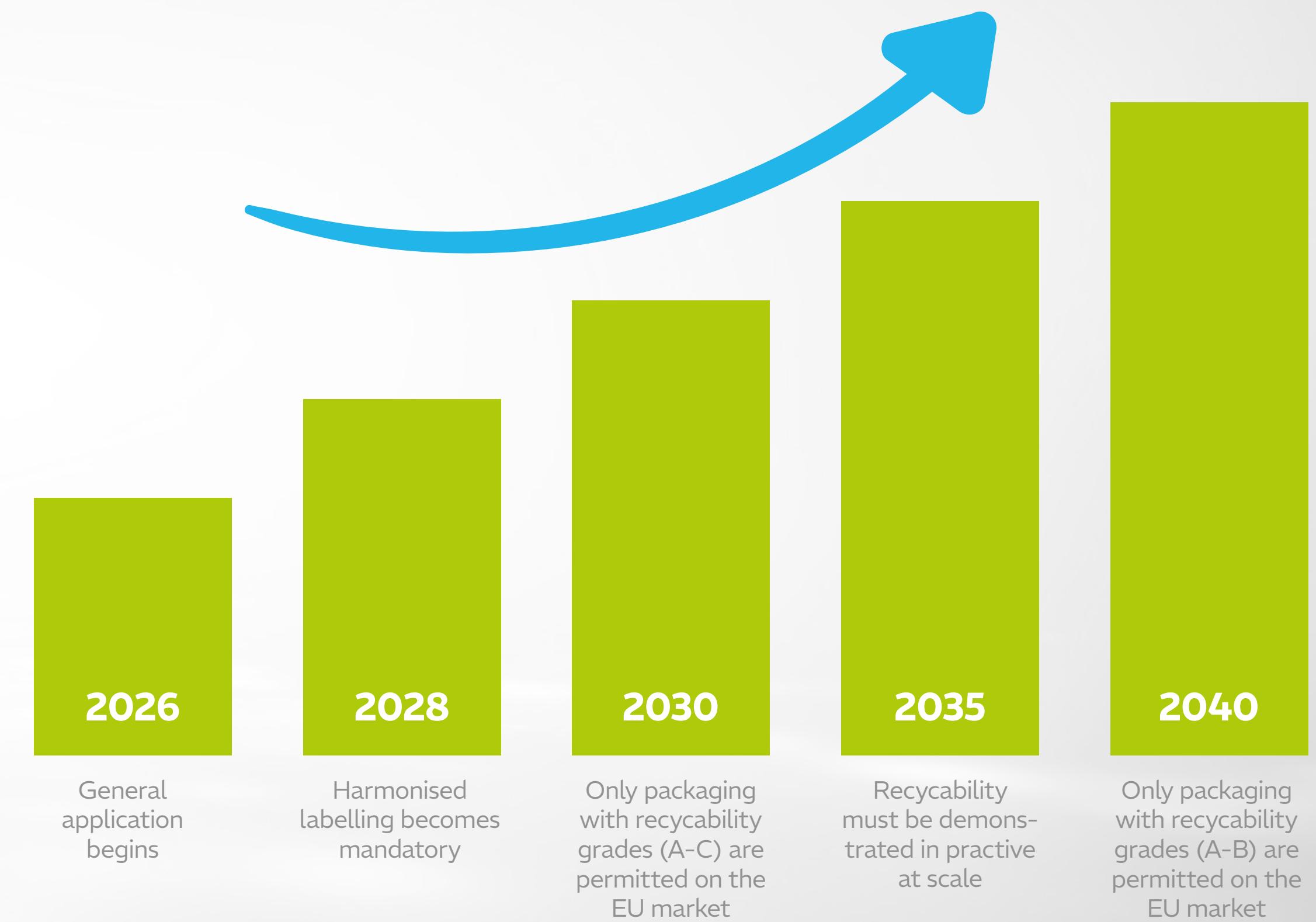
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When does the PPWR start applying?

From 12 August 2026, the **PPWR** officially will start applying across the whole of Europe

There are (rising) targets on different issues that will only start applying for example from **2028, 2030, 2035, 2040...** That means that already in August 2026, there will be a big change, and that the pressure will only keep growing over the next 15 years.



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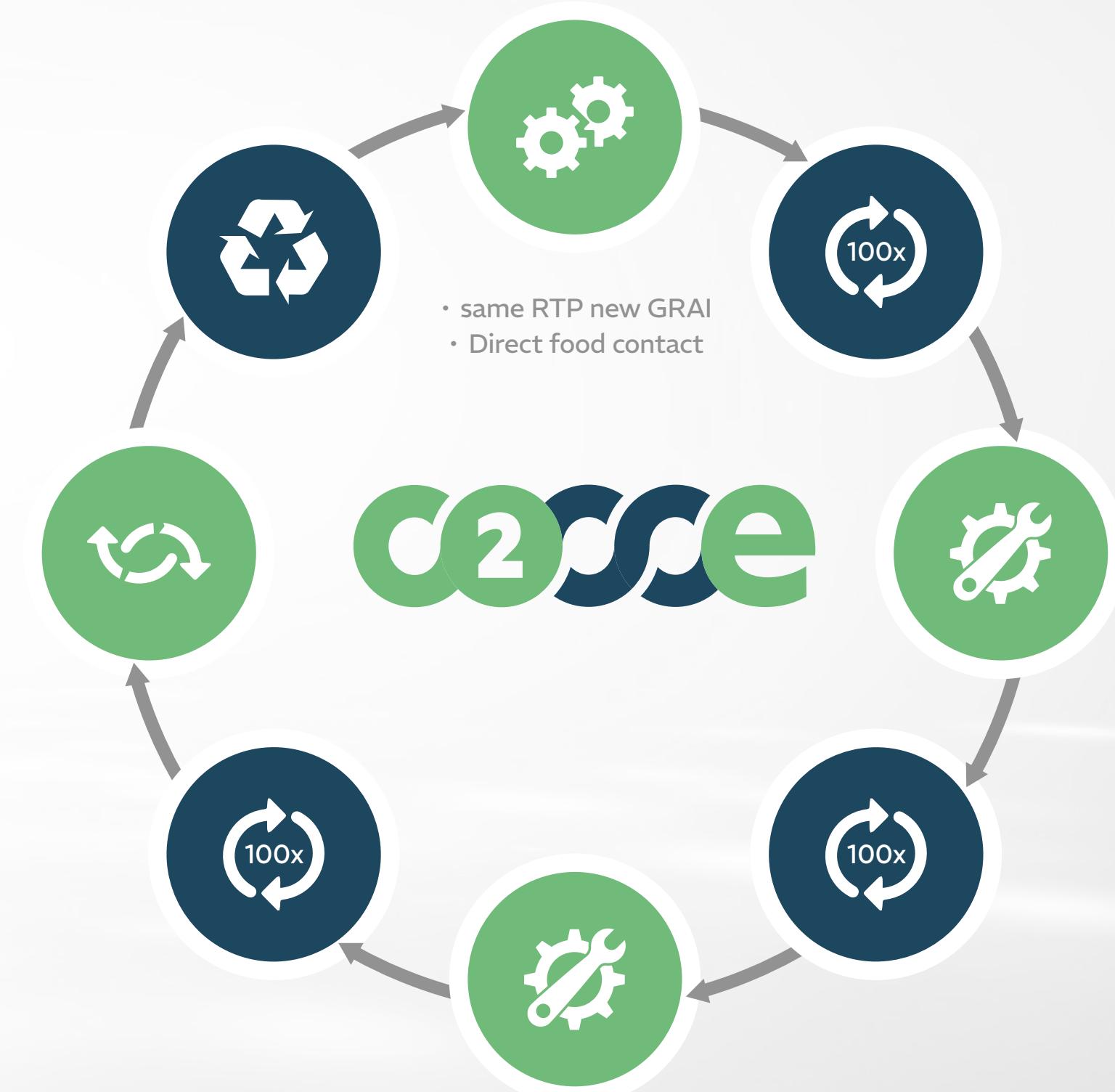
Why is the PPWR being introduced?

We are moving from

- a **linear economy** ➤ to a **circular economy**
- to a **cradle to cradle circular economy**

c2cce cradle to cradle
circular economy

Take



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**How PPWR will push reuse over single use
and why our products are a perfect solution**

Transport packaging: 

What does PPWR introduce?		Impact on single use packaging	Solutions from Reusable Transport Packaging
1	Stricter recyclability standards	1	More difficult to use in contact with food
2	Reuse targets transport packaging	2	Operators will need to switch to reusables
3	Extended producer responsibility	3	Overall higher cost: both for production and disposal
4	Digitalisation supply chain through mandatory labelling	4	Administrative costs will remain high for analogue (non-digitised) single use packaging
5	Definition of what is "reuse"	5	Lack of financial incentives for single use packaging



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**How PPWR will push reuse over single use
and why our products are a perfect solution**

Sales packaging:  

What does PPWR introduce?		Impact on single use packaging	Solutions from Reusable Transport Packaging
1	Stricter recyclability standards	1 More difficult to use in contact with food	1 Existing food-safe solutions for the future
2	Refill/reuse offer obligations	2 Operators will need to switch to reusables	2 Operators can switch to existing standardised reuse processes and stable cost structures
3	Extended producer responsibility	3 Overall higher cost: both for production and disposal	3 Reusable packaging will retain its stable cost structure and have lower costs than single use packaging
4	Digitalisation supply chain through mandatory labelling	4 Administrative costs will remain high for analogue (non-digitised) single use packaging	4 Process automation and cost savings through digital platform and tracking-capable RTP
5	Definition of what is "reuse"	5 Lack of financial incentives for single use packaging	5 Tax and financial incentives for users of reusable packaging





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For any questions don't hesitate to contact



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