



INFORMATION ON **PPWR**

Packaging and **P**ackaging **W**aste **R**egulation

The new **Packaging and Packaging Waste Regulation** (PPWR), the EU's flagship packaging law, entered into force in 2025 and signals a major shift towards reuse. It pushes for a transition to a true circular economy, amongst others in the fresh and packaged food (processing) sector. Find out below what it exactly means, and therefore why WBG Pooling is the smart and circular solution.



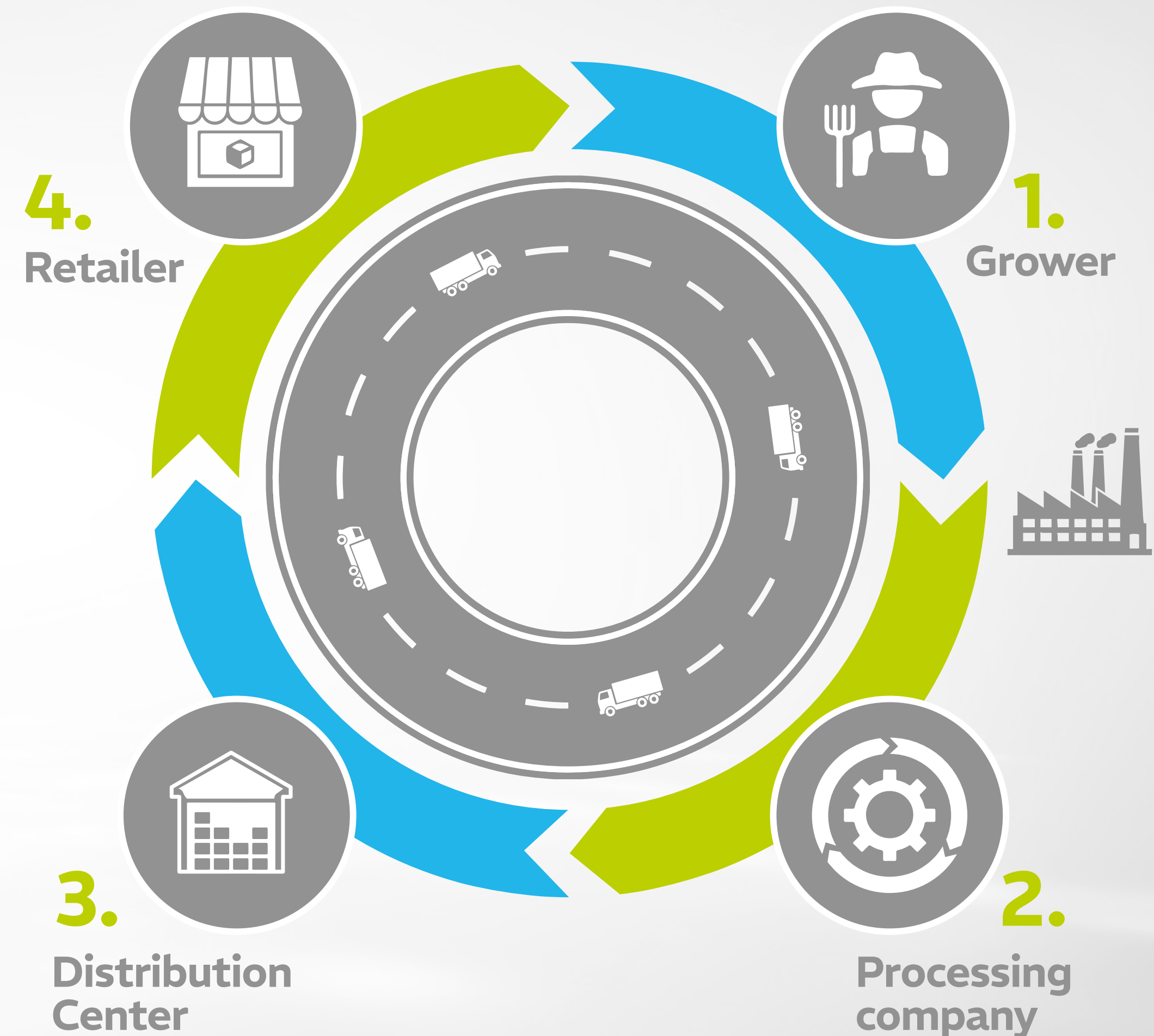
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Who does the PPWR apply to?

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

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



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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



The PPWR affects the entire food supply chain

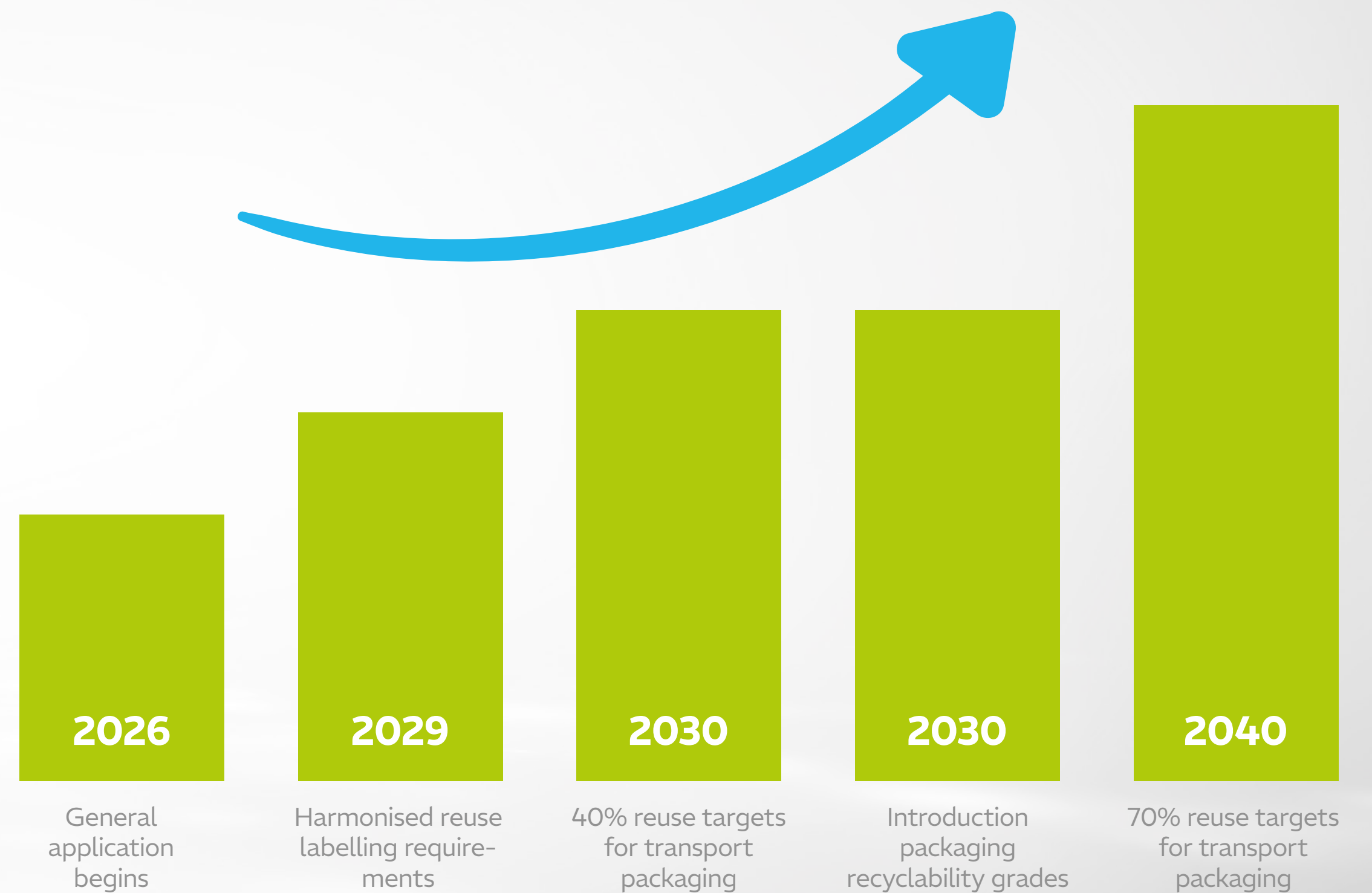
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When does the PPWR start applying?

From 12 August 2026, the PPWR officially will apply across the whole of Europe.

2026 marks a big shift and signals the start of the push to reuse over single use, with additional targets on reuse and recyclability with intermediate application dates.



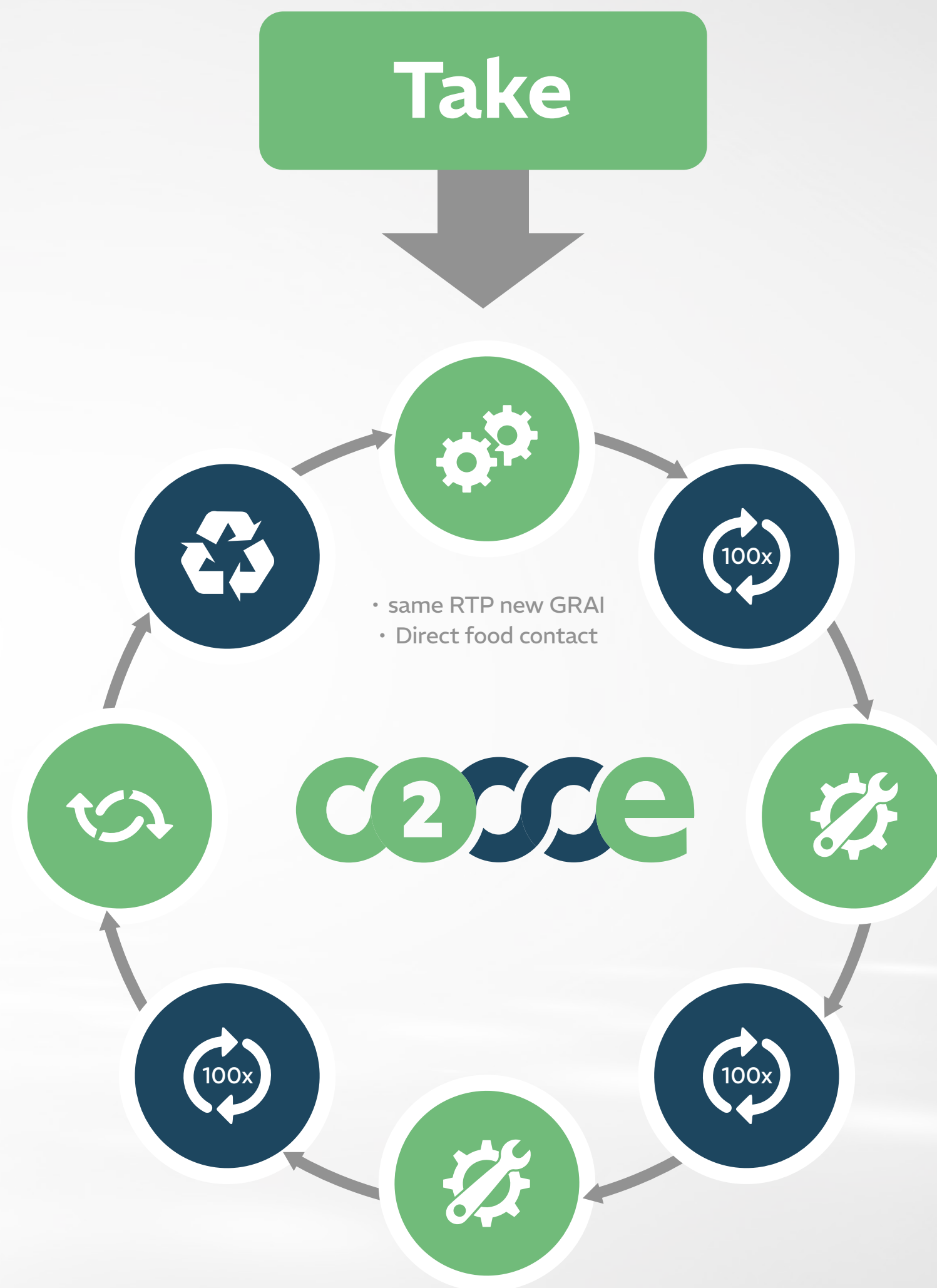
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Why is the PPWR being introduced?

We are moving from

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



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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	1	Existing food-safe solutions for the future
2	Reuse targets transport packaging	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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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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