

What companies need to know about the EU Packaging and Packaging Waste Regulation (PPWR)

Less, smaller, reusable, and recyclable. With the new EU Packaging and Packaging Waste Regulation (PPWR), the EU has set ambitious goals that will have significant impacts on the design of packaging. Therefore, companies should already be preparing for the upcoming changes.

The aim of the proposed regulation is **to reduce the environmental impact** of packaging in the EU, **reduce resource consumption**, and **promote a circular economy**. The new regulations **apply to all EU-based companies as well as companies that import products into the EU**.

Although the final version still needs formal approval, there are **still uncertainties in some areas**, and there is legal uncertainty because certain regulations or requirements still need to be specified through delegated acts. However, companies should already be preparing for the upcoming reform, as the measures are extensive.

What changes can companies expect?

The EU Packaging and Packaging Waste Regulation contains new regulations for **reducing packaging waste** and promoting a circular economy. This path requires clear measures that companies must follow if they want to circulate packaging in the future. The following changes are planned:

Restriction of per- and polyfluorinated chemicals (PFAS)

Bans on certain packaging: The focus is particularly on **single-use plastic packaging**. But also a **material-neutral ban on single-use packaging** for cosmetics, hygiene, and toilet articles intended for single use in the hospitality industry

- **Minimization of packaging:** The weight and volume of packaging must be reduced to the necessary minimum
- **Maximum empty space** shares for collection, transport, and e-commerce packaging
- **Minimum standards for the recyclability** of packaging

- **Minimum shares of post-consumer recycled material (PCR)**
- **Uniform labeling requirements** with information on the material composition of the packaging to facilitate sorting for consumers
- **Extended producer responsibility (EPR)** systems to cover the costs of collection, sorting, and recycling, while also encouraging companies to produce and use more environmentally friendly packaging
- **Mandatory reusable packaging requirements** for certain packaging
- **Declarations of conformity** by companies
- Companies that are based outside the EU member state in which they distribute their products must appoint an **authorized representative** as a contact person

The approximate timeline of the new EU Packaging and Packaging Waste Regulation is already known, and companies should use this time to prepare for the far-reaching changes.

When does the EU Packaging and Packaging Waste Regulation come into effect?

The legislative process has been underway since the provisional **agreement between Parliament and Council on March 4, 2024**. The deputy ambassadors have already approved the final text on March 15, and the EU Environment Committee on March 19. The European Parliament also approved the EU Packaging and Packaging Waste Regulation in its plenary session on April 24. The **final version** of the EU Packaging and Packaging Waste **Regulation still depends on formal approval**, which is expected later this year.

After the EU election, the new Parliament and the Council must formally approve the reviewed version. The regulation will then come into force on the 20th day after its publication in the Official Journal of the EU (expected in the fourth quarter of **autumn 2024**), and the regulations will be applicable 18 months after this day.

What should companies do now?

Packaging that does not comply with these regulations **will no longer be marketable in the EU**. After the EU Packaging and Packaging Waste Regulation comes into force, non-compliant packaging must be replaced and adapted, or alternatives must be developed.

This is not an easy task for packaging manufacturers and distributors. In addition to internal know-how, **the changes require time and financial resources to implement the adaptations holistically and in compliance**. As an established packaging agency, we support our customers with our expertise in consulting and concrete implementations.

Implement the EU Packaging and Packaging Waste Regulation

With our team From strategy, design, to consulting and realization - as a professional **partner for the packaging industry**, we help you adjust your packaging(s) to meet the new changes and requirements of the EU Packaging and Packaging Waste Regulation. We analyze your current packaging or packaging portfolio, give you recommendations, and **support you at every step of the adaptation**. Benefit from the efficiency of our holistic approach and **make your products future-proof in time to secure marketing in the coming years**. Of course, you can also use our areas of expertise individually to move your project forward.

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