

PPWR – the new EU Packaging Regulation

THE GUIDE

From 12 August 2026, the new EU Packaging Regulation (PPWR) will apply throughout the EU. The aim of the Packaging and Packaging Waste Regulations (PPWR) is to significantly reduce the environmental impact of packaging in the European Union, promote recycling and strengthen the circular economy. The PPWR applies to companies based in the EU as well as to companies that import packaging into the EU, and covers both domestic and imported products.

Retail packaging (cases, boxes, carrier bags, pouches, etc.) may only be placed on the market if it complies with the requirements of the PPWR. This means that, from 12 August 2026, the authorities will be able to link every item of sales packaging to an EU declaration of conformity and a responsible manufacturer, and therefore all packaging must be traceable from that date onwards. Identification is ensured by marking the packaging with a manufacturer's code, batch number, type/serial number or a QR code.

In short: packaging should become more economical, more recyclable and more transparent.

As your partner for high-quality packaging, we can help you meet your obligations under EU Regulation 2025/40 (PPWR).

**PPWR – explained simply for
specialist retailers**

COLLECTION

**PPWR – explained simply for
the industry**

CREATION

Do you have any questions about the labelling requirements under the PPWR?
Our dedicated contact person will be happy to advise you on which labelling requirements under the PPWR apply to your business.