

EUROPEAN PPWR REGULATION

The 8 measures in detail

01/09/2026





PPWR: definition, objective and scope

Definition

PPWR (Packaging and Packaging Waste Regulation) is a European regulation adopted to reduce the environmental impact of packaging, harmonise rules across the European Union and promote the circular economy.

OBJECTIVE: carbon neutrality for packaging by 2050.

Packaging waste reduction target per capita:

2030
-5 %

2035
-10 %

2040
-15 %

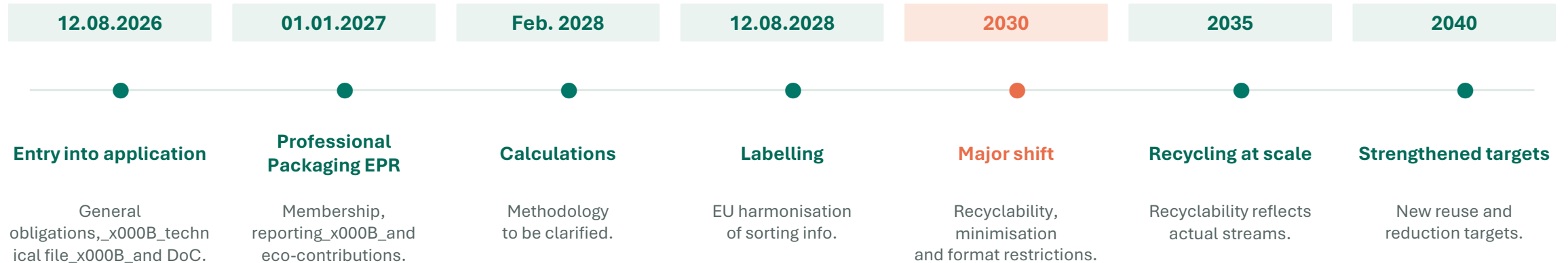
Packaging concerned

All packaging placed on the European market, including packaging imported from outside Europe.

In practical terms, Member States will have to reduce packaging waste generation per capita.

Key PPWR timeline milestones

An operational view of the main milestones to include in the packaging roadmap.



Watch point: distinguish fixed requirements from details still dependent on delegated/implementing acts or harmonised standards.



Roles and responsibilities of each actor

The Supplier

Definition: supplies packaging or materials to a manufacturer.

Obligation

- ✓ Provide compliance information and documents.
- ✓ Provide technical documentation proving compliance with Articles 5–11.

The Manufacturer

Definition: manufactures packaging or a packaged product, depending on packaging type (excluding EEA micro-enterprises).

Obligation

- ✓ Demonstrate packaging compliance.
- ✓ Prepare, retain and provide Annex VII technical documentation.
- ✓ Take corrective measures if needed.

The Producer

Definition: manufacturer, distributor or importer placing a packaged product on the market for the first time.

Obligations:

- ✓ Responsible for the packaging and declaration of conformity.
- ✓ Key role: responsible for packaging compliance.

Annex VII defines the technical file and declaration of conformity to be prepared before placing packaging on the EU market.



EPR responsibilities and types of packaging

Producer: additional responsibility

Also responsible for managing and financing packaging waste under Professional Packaging EPR, including eco-contributions.

The different types of packaging

- Transport packaging -> Professional
- Primary production packaging -> Professional
- Service/household packaging -> Household
- Sales packaging -> Professional or household
- Grouped packaging -> Professional or household

Before placing on the market

Technical documentation
Declaration of conformity
Corrective measures if necessary

After placing on the market

Management and financing
of end-of-life
Professional Packaging EPR

The main structuring measures of PPWR

1 Hazardous substances
Article 5

2 Recyclability
Articles 6, 7 and 52

3 Minimisation & void space
Articles 10 to 24

4 Reuse
Article 11

5 Labelling
Article 12

6 Declaration of conformity
Article 15

7 Targeted bans
Article 25

8 Professional packaging EPR
Article 45

1 Hazardous substances or substances of concern

Awaiting the Commission's PFAS thresholds and list (mid-August or Q4 2026).

12 August 2026

- Compliance with maximum heavy metal content (Article 5.4)
- Compliance with PFAS limits in materials intended for food packaging

1 January 2027

- Adjustment of the list of substances of concern based on the EC assessment (Article 5.2)

12 August 2028

- Compliance with requirements relating to substances of concern

1 January 2030

- Mandatory labelling of substances of concern

Watch point: expected thresholds and lists will determine compliance for the packaging concerned.

2 Recyclability: from Design for Recycling to Recycling at Scale

DfR = Design for Recycling

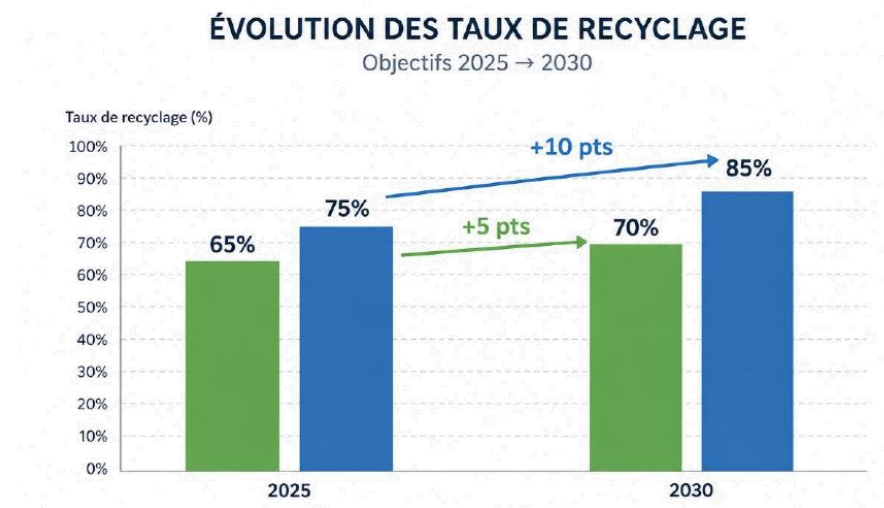
In other words, the objective is that packaging must be designed to be recycled.

Note: recyclability means packaging or a product designed to be recycled, but it does not necessarily mean that a collection and recycling stream exists to process it.

Recyclability measures for 2038 are still awaited.

RAS = Recycling at Scale

Measures to be taken by Member States to achieve the set recycling targets. See the rates below.



2030	2035	2038
• 100% of packaging designed to be recyclable_x000B_• Placing on the market possible if >= 70%_x000B_• Grades A, B and C_x000B_• From design stage, all packaging must be designed to be recyclable	• Placing on the market possible if >= 70% • Grades A, B and C	• Placing on the market possible if >= 80% • Grades A, B only

3 Packaging minimisation & void space

PRINCIPLE: reduce packaging to the strictly necessary weight and volume.

- The void space calculation methodology is expected in 2028.
- Considered as void space: EPS, bubble wrap, paper shreds, etc.
- False bottoms, double walls and excessive thickness are prohibited.

1 January 2028

Sales packaging reduced to the necessary minimum (unless reusable)

By 1 January 2030

Grouped, transport or e-commerce packaging must have a maximum void space rate of 50%

1 January 2030

Maximum minimisation of packaging weight and size



4 Reuse

Targets:

CATEGORY	2030	2040
Transport in the EU	40 %	70 %
Transport and sales between sites in the EU	100 %	100 %
Grouped packaging	10 %	25 %

EXCEPTIONS: PE film and strapping, flexible food-contact packaging, specially designed packaging for heavy or large products, cardboard. For grouped packaging: cardboard packaging exception.

5

European labelling harmonisation

Companies have until 12 August 2028 to implement this signage, which is still under review.

Transport packaging is excluded.

An option is being considered to add a QR code to this packaging, linking to your website to detail the signage.

The percentage of recycled material in the packaging is not mandatory.



12 August 2028

Signage implementation milestone

Operational point

Plan for harmonised signage and anticipate digital options such as QR codes to detail instructions.



6

Declaration of conformity

OBLIGATION From 12 August 2026, a manufacturer of packaging or packaged products will be required to issue its declaration of conformity; otherwise, it will no longer be able to place its packaging on the market.

The manufacturer must therefore address the 8 measures described above.

Packaging may only be placed on the market if it complies with:

- ✓ Level of substances of concern (12/08/2026)
- ✓ Recycled content (plastic)
- ✓ Minimisation and void space (1/1/2030)
- ✓ Labelling

- ✓ Recyclability (2030)
- ✓ Compostability
- ✓ Reuse
- ✓ Labelling (12/08/2028)

7 Targeted bans from 2030

PPWR 2030 • SINGLE-USE PACKAGING

Targeted bans to accelerate reduction at source

1

PROMOTIONAL
Promotional grouped packaging
Except where needed for handling

2

FRUIT & VEGETABLES
Unprocessed fruit and vegetables < 1.5 kg
Subject to the planned exemptions

3

HORECA
Food and beverages consumed on site in individual portions
Focus on single-use plastic

4

LIGHTWEIGHT BAGS
Very lightweight plastic bags
Use heavily restricted



INTERDICTION D'EMBALLAGE À USAGE UNIQUE EN PLASTIQUE EN 2030

Le PPWR accélère la transition vers des emballages réutilisables ou sans plastique.



1. LES EMBALLAGES DE REGROUPEMENT PROMOTIONNEL	2. LES EMBALLAGES FRUITS ET LÉGUMES NON TRANSFORMÉS < 1,5 KG	3. LES EMBALLAGES D'ALIMENTS ET BOISSONS CONSOMMÉS SUR PLACE (HORECA) ET LES PORTIONS INDIVIDUELLES (HÔTELLERIE)	4. LES SACS PLASTIQUES TRÈS LÉGERS
 LOT PROMO	 1,2 kg		
 Solutions alternatives : emballages carton, sans suremballage ou réutilisables	 Solutions alternatives : vrac, sans emballage ou emballages réutilisables / compostables	 Solutions alternatives : contenants réutilisables ou rechargeables, matériaux durables	 Solutions alternatives : sacs réutilisables (tissu, coton, jute, etc.) ou sacs en papier



OBJECTIF : RÉDUIRE LES DÉCHETS PLASTIQUES ET FAVORISER DES SOLUTIONS DURABLES POUR UNE ÉCONOMIE CIRCULAIRE.



Key takeaway: paper and cardboard are not concerned, except where they contain more than 5% plastic.

8

Professional Packaging EPR

The PPWR strengthens the responsibility of companies that place packaged products on the market for the first time: the producer — manufacturer, distributor or importer depending on the case — must notably take charge of the management and financing of the end-of-life of professional packaging under EPR.

This measure notably concerns transport and primary production packaging, while sales and grouped packaging may fall under professional or household scope depending on their use.

The challenge for each company is therefore to correctly qualify its packaging, determine its role and anticipate the operational and financial impacts associated with this new EPR, identified as measure no. 8 of the PPWR.

Sources:

- Regulation (EU) 2025/40 - official PPWR text on EUR-Lex
- Regulation - EU - 2025/40 - EN - EUR-Lex
- Official European Commission page - Packaging Waste / PPWR
- Packaging waste - Environment - European Commission
- Official European Commission FAQ on the PPWR
- FAQ on Packaging and Packaging Waste Regulation (PPWR) - Environment



FOR YOUR PROFESSIONAL PACKAGING,
THE ADDITIONAL ECOMAISON SERVICE:

PROFESSIONAL PACKAGING SUPPORT IS
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