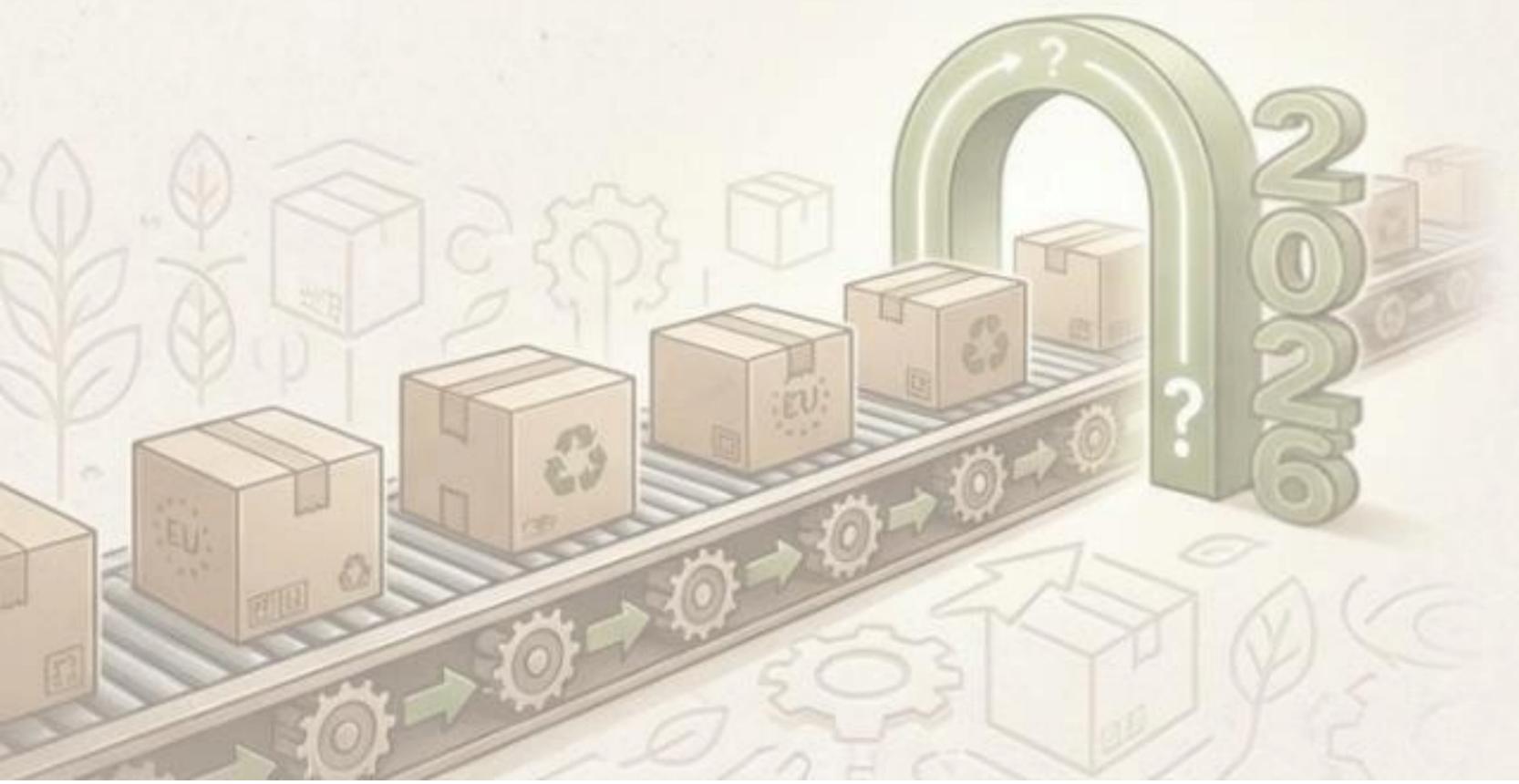


NEW EU REGULATION 2025/40



Is your packaging ready for the new PPWR regulation?



A practical guide to the key changes, deadlines, and actions businesses placing products on the EU market should prepare for.



changes



deadlines

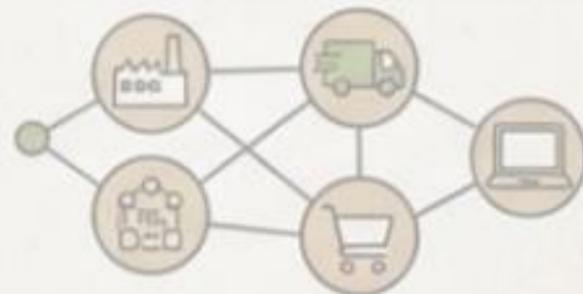
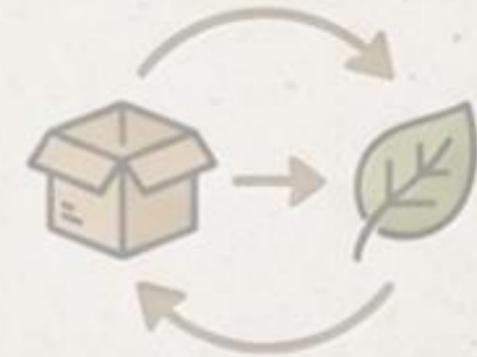


actions

A new era of packaging design

Less waste. Better recycling.

PPWR shifts the focus beyond waste management and places smart packaging design at the centre from the very beginning.



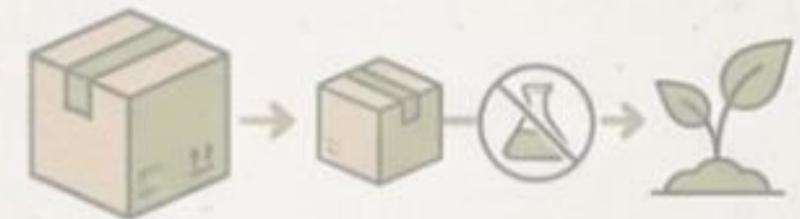
Who does it affect?

It affects manufacturers, importers, distributors, and e-commerce businesses placing packaging on the EU market.



In practice:

Eco-design is no longer optional — it becomes a legal requirement.



Outcome:

The outcome will be lighter, more efficient packaging with reduced volume and fewer harmful substances.

Key PPWR milestones 2026-2040

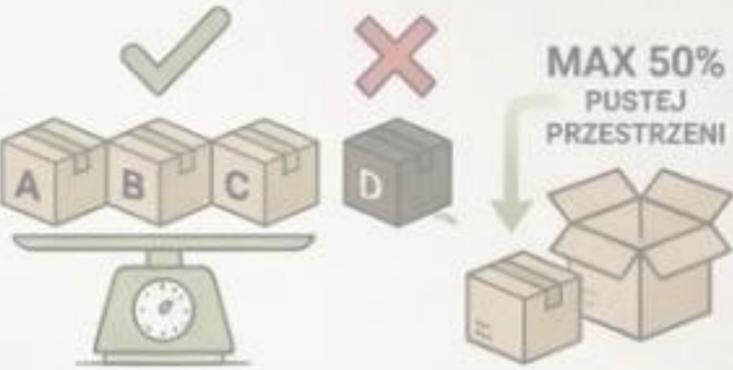
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Documentation and compliance readiness

Prepare your Declaration of Conformity, packaging passport data, updated PFAS limits, and new labelling requirements.

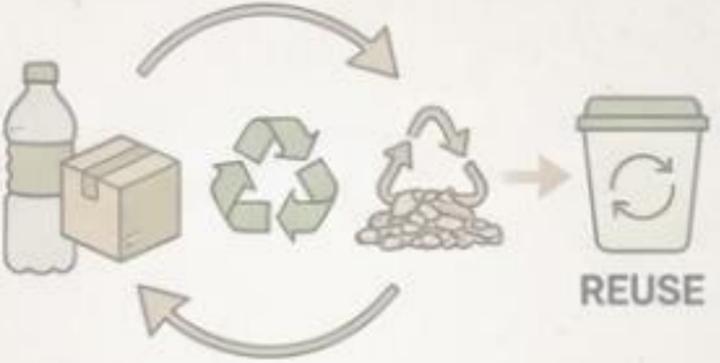
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Recyclability standards apply

Recyclability classes A, B, and C will become the standard (Class D will no longer be allowed). E-commerce packaging may contain no more than 50% empty space inside the package.

2040+

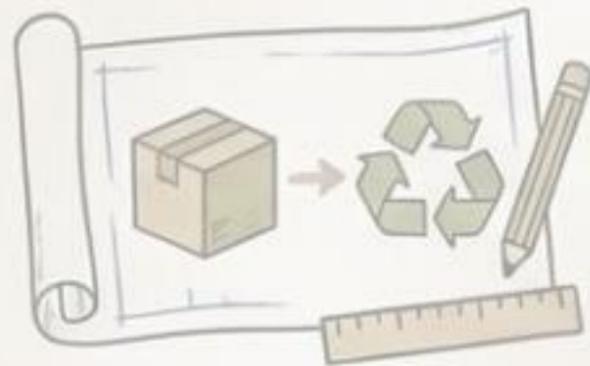


A stronger circular economy

Higher recycled content targets and stricter reuse requirements continue to reshape the market.

The four pillars of **eco**-design

Design for Recycling



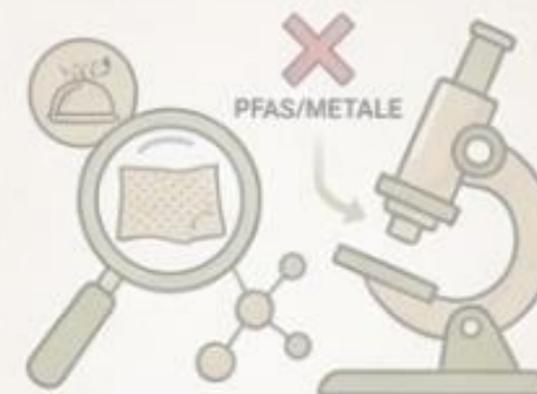
Create packaging that can be easily sorted and efficiently recycled at scale.

Minimisation



Reduce unnecessary weight and volume. Remove excess layers and avoid empty space.

Material compliance



Check for PFAS and heavy metals, especially in packaging intended for food contact applications.

Documentation



Maintain a packaging passport, Declaration of Conformity, and full batch traceability.

Ready for August 2026?

This is the first major implementation milestone.

By then, your **packaging processes, materials, and documentation** should already be in place.

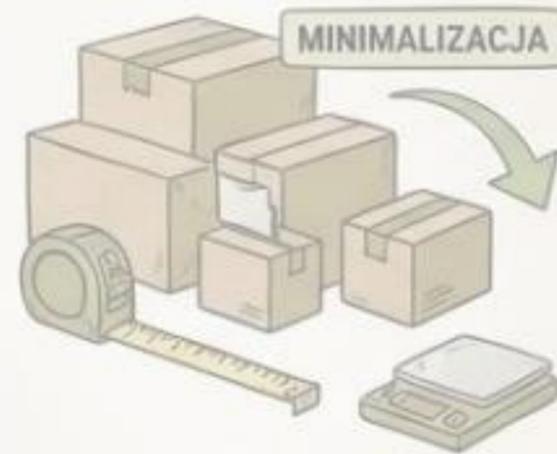
Packaging passport



A complete set of compliance data, including testing, chemical analysis, and recyclability assessment.



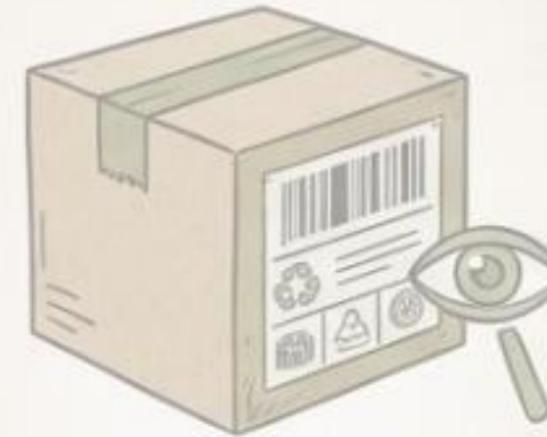
Optimisation



Clear calculations showing that packaging has been minimised, including reduced empty space.



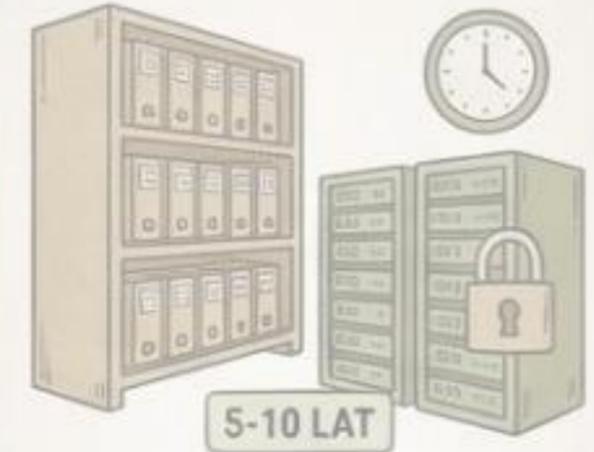
Traceability



Each packaging unit should be linked to a product type, batch, or serial number, together with manufacturer details or a QR code.



Record keeping



Documentation must be stored for 5–10 years and made available to authorities on request.



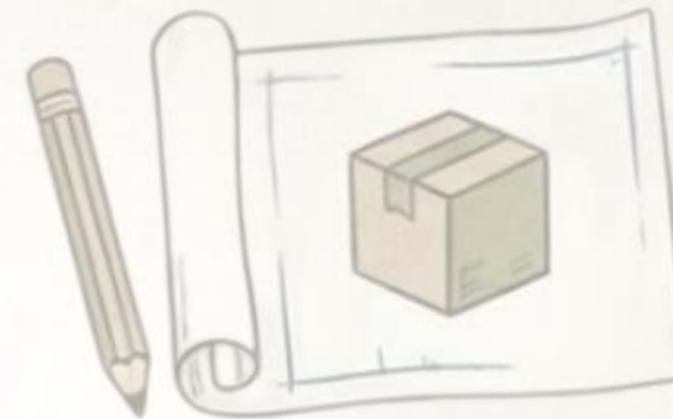
Let's make your packaging PPWR-ready

As a manufacturer of solid board packaging, we support our partners through every stage of PPWR implementation.



Smart structural design

Packaging solutions developed in line with Design for Recycling principles and empty-space reduction requirements.



Documentation support

Material specifications and technical data needed to prepare your packaging passport.

Talk to our experts

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