

PPWR Roles and responsibilities

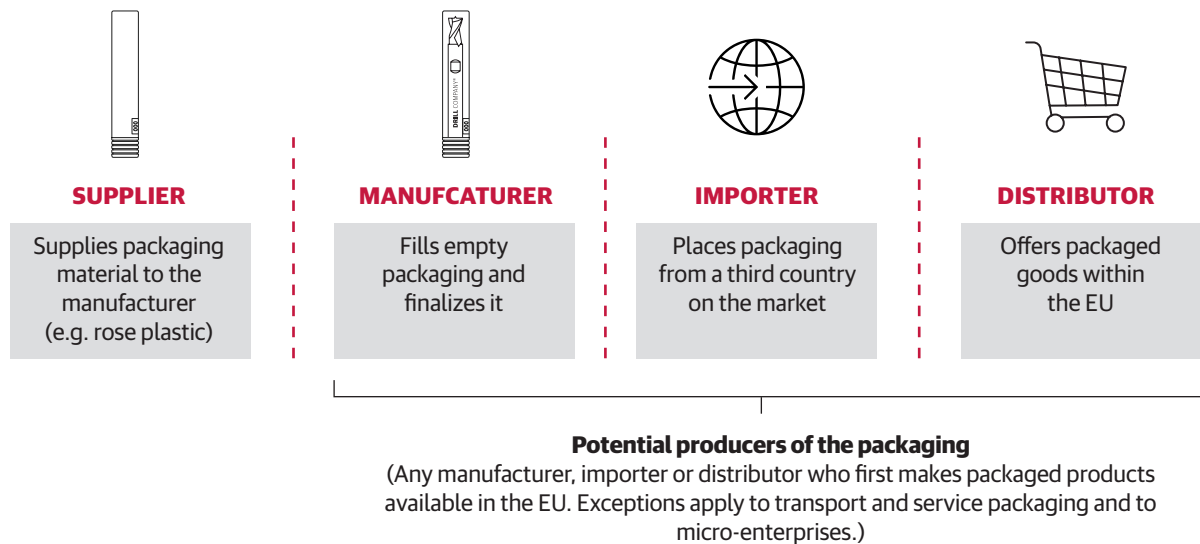
The Packaging and Packaging Waste Regulation aims to reduce the environmental impact of packaging.

The obligations resulting from the PPWR must be fulfilled from August 12, 2026. This also includes the future market access requirements from Articles 5 to 12. For packaging to be placed on the market, it must meet the following conditions, among others:

- No substances of very high concern in packaging
- From 2030, packaging must be at least 70% recyclable
- From 2030 onwards, packaging must contain between 10% and 35% recycled material (depending on the type of packaging) from the recycling of consumer plastic waste (PCR)
- The weight and volume of the packaging is reduced to a minimum
- Packaging must be labeled in accordance with regulations

Roles and obligations from the PPWR

The PPWR assigns one or more roles to each market participant. This results in specific obligations to each role that must be fulfilled. It is therefore essential to identify your own role.



Obligations as a supplier

The supplier shall provide the manufacturer with all information and documentation necessary to verify the conformity of the packaging and packaging materials. Information may be provided in paper or electronic form.



Obligations as a manufacturer

- The manufacturer guarantees that the packaging complies with the sustainability and labeling requirements of the PPWR stated in Articles 5 to 12.
- Documentation of compliance with the regulations in the declaration of conformity for each type of packaging
- Preparation of the technical documentation as part of the declaration of conformity
- Labeling the packaging in accordance with the regulations to identify the packaging and the manufacturer

Obligations as a producer

- The producer is responsible for the disposal and recycling of packaging placed on the market as part of extended producer responsibility
- Registration in the national packaging registers or naming of an authorized representative if no subsidiary exists
- Annual reporting of the amount of packaging placed on the market
- Application for approval by the competent authority to demonstrate compliance with extended producer responsibility obligations
- Financial contribution to cover the costs of waste management activities per Member State

Conclusion

It is important for companies to deal comprehensively with the regulations of the PPWR now in order to be able to initiate all necessary measures in the supply chain.

Regulations such as the declaration of conformity and packaging labeling must be fulfilled as early as August 2026. Uncertainties in important subjects, such as recyclability or recycle use quotas, are to be eliminated in the coming years through delegated and implementing acts of the EU.



PPWR in detail

Read the legal text here:

<https://eur-lex.europa.eu/eli/reg/2025/40>

Still have questions about the PPWR?

As your packaging partner, we are happy to assist you.

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