



# Navigating the new EU Packaging and *Packaging Waste* Regulation (PPWR)

**Trusted expertise to simplify  
complex regulation and ensure  
compliance across all EU  
markets.**





# PPWR

## An introduction.

**The Packaging and Packaging Waste Regulation (PPWR) came into force on 11 February 2025 and applies from 12 August 2026, replacing the Packaging and Packaging Waste Directive.**

It expands and harmonises requirements for all stakeholders in the EU packaging supply chain — from suppliers to sellers — setting new standards for recyclability, labelling, reuse, and reporting.

PPWR represents a transformative shift in packaging compliance, with greater emphasis on circularity, traceability, and transparency.





# Understanding PPWR:

## What it means for your business

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**For any organisation placing packaged goods on the EU market, PPWR introduces stricter obligations on design, materials, labelling, and data.**

- Producers, importers, distributors, and e-commerce platforms
- Brands using own branded packaging across multiple EU jurisdictions

### **PPWR changes focus areas:**

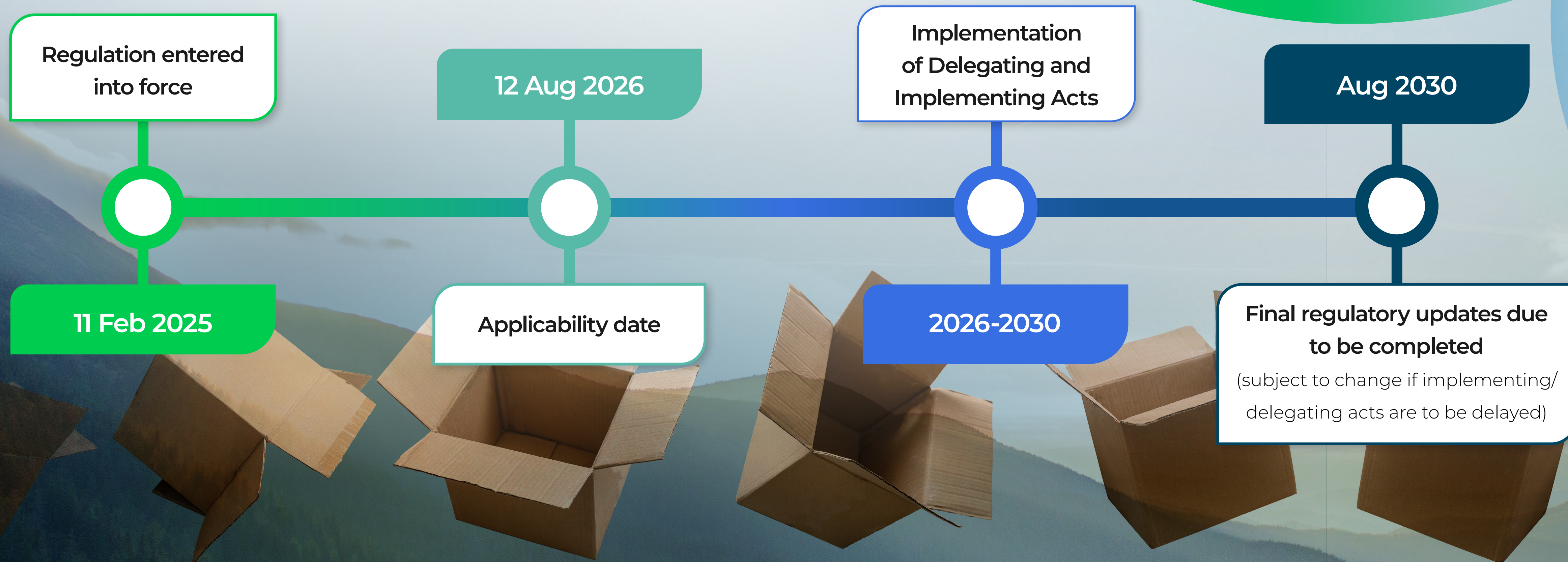
- New packaging compliance responsibilities as a manufacturer
- Harmonised EU-wide labelling and recyclability criteria
- Reuse and refill targets
- New data and reporting requirements
- Extended accountability for online marketplaces





# Regulatory timeline

Our interactive regulatory timeline tracks all key milestones — from initial adoption to final Delegated Acts (2030).





# Our PPWR support and expertise.

Valpak’s PPWR Core Service helps businesses prepare for and comply with every aspect of the new regulation. Our service is designed to inform, advise, and activate compliance across all EU markets.





# Beyond compliance:

## Valpak's comprehensive services.

**For any organisation placing packaged goods on the EU market, PPWR introduces stricter obligations on design, materials, labelling, and data.**

### Complementary services:



International EPR Compliance services



Carbon Footprinting and Life Cycle Assessments



Sustainability Consultancy



Data Management, Reporting and Insight solutions



Packaging Technology Consultancy and innovation support



# Why Valpak

For businesses navigating the complexities of the new EU Packaging and Packaging Waste Regulation, Valpak's PPWR Core service offers trusted, comprehensive support.

Unlike generic advisory providers, Valpak delivers end-to-end expertise — helping businesses understand obligations, prepare for regulatory change, and achieve compliance across all EU markets.

25+  
years

*25+ years'* experience in packaging compliance

PLATINUM Top 1%  
ecovadis  
Sustainability Rating  
NOV 2024

*Platinum* EcoVadis sustainability rating

100%

*100%* compliance success rate

Customer  
satisfaction  
rate  
97%

*97%* customer satisfaction

Trusted by thousands of  
businesses to *stay compliant  
with confidence*



For a **free consultation**  
to assess your **PPWR**  
**compliance**  
**requirements** please  
contact us.



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