



Reducing packaging EPR costs

Feeling the Pressure of pEPR Costs?
Turn packaging compliance into cost
savings with Valpak.

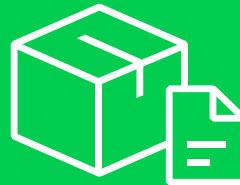
Introduction

pEPR invoices are landing, and for many, the costs are higher than expected.

It's important to note that the 2025 pEPR fees are not modulated. Modulated fees, where costs increase or decrease based on recyclability, will apply from 2026 onwards. However, early action now can significantly reduce future modulated fees once they come into effect.

As invoices under the UK's new Packaging Extended Producer Responsibility (pEPR) land on desks, many businesses are facing the reality of increased costs linked to material choices, design complexity, and recyclability.

But there's good news. Valpak's experts can help you understand, manage, and reduce these costs through smarter data, packaging optimisation, and strategic insight, ensuring your business stays compliant and cost-efficient.



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Understanding packaging EPR fees

Under the new Packaging Waste Regulations, producers now fund the collection, sorting, and recycling of packaging waste.

From 2026 onwards, fees will be calculated using modulated rates, meaning the harder your packaging is to recycle, the higher your costs. The 2025 fees are not modulated, but understanding future cost drivers now will help businesses prepare and avoid higher fees in later years.

Key cost drivers include:

- Material recyclability and complexity
- Volume of packaging placed on the UK market
- Accuracy of data submissions
- Product design and component mix

Many businesses are paying more than necessary, simply because their data or design choices haven't been fully optimised.

Our goal: To help you see where your costs come from, and what you can do to reduce them.

How Valpak can support you

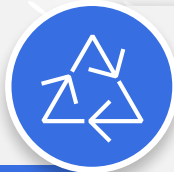
With over 25 years of experience, Valpak is the UK's leading authority in packaging compliance



Analyse your packaging data to pinpoint cost-heavy materials



Gather, validate and structure
Recyclability Assessment
Methodology (RAM) data.



Model fee impacts based on recyclability, composition, and format



Benchmark packaging designs against sector best practice



Identify cost-saving packaging alternatives through our partnership with ThePackHub



Build internal business cases for design change and fee reduction

Our approach combines compliance, sustainability, and data insight to turn complex packaging EPR requirements into clear, actionable strategies that deliver measurable savings.

Complementary services



- **Packaging data analysis**
Comprehensive review of your packaging portfolio to uncover cost drivers under the new modulated fees.
- **RAM data support**
Assistance in collecting, validating and organising your Recyclability Assessment Methodology (RAM) data — enabling businesses to meet a major upcoming compliance requirement and embed recyclability data into long-term packaging decisions.
- **Packaging optimisation guidance.**
Identify changes in materials, labelling, or design that can improve recyclability and reduce future costs.
- **Benchmarking and reporting**
Compare your packaging performance against market averages and track improvements year-on-year.
- **Access to ThePackHub's sustainable packaging database**
Through our collaboration with ThePackHub, you'll gain access to over 5,000 packaging innovations, providing real-world inspiration for sustainable, cost-effective packaging solutions.
- **Strategic consultancy**
Expert advice on preparing for upcoming pEPR milestones, RAM obligations, and policy updates — including long-term design requirements under the Packaging and Packaging Waste Regulation (PPWR).

Looking for support with both RAM data requirements and packaging optimisation. Our services cover the full process: we collect the RAM-required packaging data, complete RAM assessments, and provide actionable insights to drive packaging optimisation and improvement. This helps reduce pEPR costs today while preparing you for future recyclability-based fees.

Why Valpak

*Cut costs. Improve recyclability.
Strengthen compliance.*

*With Valpak's Packaging Cost Reduction
Services, you can turn regulation into
opportunity.*



Unmatched experience

The UK's first producer compliance scheme — over 25 years of industry leadership.



Proven results

We help over 2,000 members comply every year with a 100% compliance record.



Data-driven insight

Access to the UK's largest packaging and product database, with over 60 million SKUs.



Strategic partnerships

Collaboration with ThePackHub for innovative packaging solutions and our sister brand RLG for EU compliance expertise.



Expert team

Our in-house specialists have decades of experience in packaging compliance, policy, and sustainability.



Member benefits

Free webinars, guidance, and updates to keep you ahead of changing regulations.

For a **free**
consultation
to assess your
pEPR fee
reduction
requirements
please
contact us.



*"Valpak — Helping businesses reduce
packaging EPR costs through smarter
data, design, and compliance"*

Unit 4,
Stratford Business Park,
Banbury Road,
Stratford-upon-Avon
CV37 7GW

03450 682 572

qariem.radix@valpak.co.uk

valpak.co.uk