What is the Packaging and Packaging Waste Regulation?

The **EU Packaging and Packaging Waste Regulation (PPWR)**[i] is a legislation aimed at reducing the environmental impact of packaging across the European Union and contributing to the transition to a circular economy. PPWR entered into force on the 11th of February 2025 and will apply from the 12th of August 2026 when it repeals the Packaging and Packaging Waste Directive[ii1]. As an EU regulation it will be applied in its entirety across the EU, improving the functioning of the internal market.

It contains measures designed to prevent the production of packaging waste, and promote the reuse, recycling, and other forms of recovery of packaging waste instead of its final disposal.

The PPWR main objectives

- **Prevent and reduce packaging waste** including by more reuse and refill systems
- **Limit unnecessary packaging** and ban certain single-use packaging formats
- **Harmonize packaging rules** across the EU to strengthen the internal market

PPWR places significant responsibilities on manufacturers, suppliers, importers and distributers to innovate and adapt to more sustainable packaging systems. Only packaging which is in conformity with the requirements can be placed on the EU market. A conformity assessment needs to be done by the manufacturer, and compliance shall be stated in an EU declaration of conformity.



Explore our product offering with PCR content

Trioworld Loop »

Certified high-quality PCR

Trioworld offers flexible plastic packaging solutions with high-quality post-consumer recycled plastic (PCR) for a wide range of applications. We work to continuously improve our entire portfolio by increasing the amount of PCR content and reducing the amount of material used for an application, while still maintaining and even improving the performance of the product.

To verify the PCR content in Trioworld products, we use the RecyClass Recycled Plastic Traceability Certification. The certification ensures traceability in the supply chain.

We are committed to innovating and developing circular and sustainable solutions, by using recycled materials in our products, making use of post-consumer plastic waste generated in various applications. By using high-quality PCR we can reduce the thickness of our films while maintaining the high-performance properties needed.

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Key requirements, obligations and restrictions (examples, not a complete list)

2026

August 12th

- Food-contact packaging shall not be placed on the market if it contains per- and polyfluorinated alkyl substances (PFAS) in a concentration equal to or above some limit values.

2030

January 1st

- All packaging[2] placed on the market shall be recyclable.*
- Any plastic part of packaging[3] must have a certain minimum percentage of recycled content from post-consumer plastic waste per packaging type and format, calculated as an average per manufacturing plant and year.
- Packaging placed on the market must be designed so that its weight and volume is reduced to the minimum necessary to ensure its functionality.
- Those who fill grouped packaging, transport packaging, or e-commerce packaging must ensure that the maximum empty space ratio is 50%.
- Restrictions on use of certain packaging formats.
- Re-use targets for some specific packaging formats used as transport packaging, or sales packaging used for transporting products.

2035

January 1st

- To be recyclable all packaging needs also to be recycled at scale

2040

January 1st

- The required minimum percentage of recycled content for any plastic part of packaging will increase

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[1] with the exception of some articles that are affected later, see Article 70 in PPWR for information
[2] certain packaging is exempt, see article 6 in PPWR
[3] certain packaging is exempt, see article 7 in PPWR

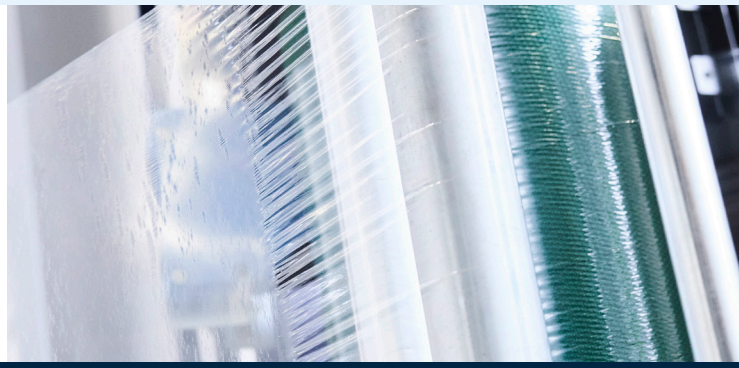
*Packaging shall be considered to be recyclable if it fulfils the following conditions:
- From 1 January 2030 it is designed for material recycling in accordance with the delegated acts adopted by the European Commission.
- From 1 January 2035, when it becomes waste, it can be collected separately, sorted into specific waste streams without affecting the recyclability of other waste streams and recycled at scale, on the basis of the methodology set out by the European Commission in implementing acts. To meet the requirements of recycled at scale, the annual quantity of recycled material under each packaging category should be equal to or greater than 30% for wood and 55% for all other materials at Union level.

[i] REGULATION (EU) 2025/40 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 19 December 2024 on packaging and packaging waste, amending Regulation (EU) 2019/1020 and Directive (EU) 2019/904, and repealing Directive 94/62/EC

[ii] EUROPEAN PARLIAMENT AND COUNCIL DIRECTIVE 94/62/EC of 20 December 1994 on packaging and packaging waste

How to meet PPWR flexible plastic packaging requirements

Trioworld has the products and solutions. Let's discuss your packaging needs and how we can support you in the best way.



Contact Trioworld's sales team
www.trioworld.com/contact/contact-sales

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