

PLASPAC UK LTD

The EU's new Packaging & Packaging Waste regulation (PPWR) is going to change how everybody thinks about their packaging.

Sustainable packaging is no longer about only optimising the physical packaging materials we use in day-to-day packaging, but the push towards the use of packaging products designed to minimise overall recycling loss and build a more circular economy.

What questions are being asked about PPWR? Read on...

What is PPWR?

PPWR is a new EU-driven directive to replace the previous Packaging Waste Directive (PPWD), aiming to ensure that:

- **Packaging is recyclable where possible, minimally wasteful, and clearly labelled**
- **Recycled content targets are in place for 2030 and 2040**
- **Reuse or refill options are offered for certain products**
- **Avoidance of unnecessary packaging and harmful substances**

When does PPWR apply?

PPWR entered into force back on 11th February 2025, with its first major obligations applicable from 12th August 2026.

Who should comply with PPWR?

PPWR will need to be complied by all businesses who are placing packaging in to the EU market - regardless of whether they are manufacturing, supplying, or using it for protecting their own goods in primary, secondary, tertiary, and service capacities.

UK exporters must still comply with the EU's Extended Producer Responsibility (EPR) rules in addition to PPWR.

But what if we do not export to the EU?

If you use packaging for goods that remain in the UK, PPWR does not apply - though its enforcement provides a useful opportunity to review current packaging use.

Incorporating the principles of PPWR can also help reduce packaging costs, improve efficiency and support wider sustainability goals.

If we need to comply, but do not - what consequences could we face?

While there is no formal guidance to penalties for PPWR non-compliance (since enforcement is handled by individual EU members), a number of consequences you could face from non-compliance can include:

- **Denied market access** - Products arriving at EU borders without compliance documentation (such as Declarations of Conformity) are likely to be blocked at customs.
- **Product recalls or sales bans** - National authorities can force companies to withdraw non-compliant products from shelves and halt sales.
- **Fines** - EU members can issue their own fines dependent on severity; France, for example can issue fines ranging from €10,000 to €200,000 per violation.
- **Additional costs** - non-compliant companies would also bear full financial responsibility of recalling, transporting and storing goods, while legally disposing of non-compliant packaging.

What can we do to be PPWR ready?

Plaspac UK Ltd are encouraging customers to not only look at PPWR as another regulation to be followed, but an ideal opportunity to rethink their current packaging arrangements.

We are already asking customers:

- **Could your packaging be easier to recycle?**
- **Could you reduce packaging material without compromising performance?**
- **Could alternative packaging solutions improve efficiency or sustainability?**
- **Could your packaging be better prepared for evolving customer and regulatory expectations?**

If your answer to any of these questions is "Yes" or you are unsure, then now is a valuable time to have a conversation with us.

We can help identify and implement practical packaging solutions that balance performance, sustainability, and cost - and by making these changes now, we can ensure you meet and exceed compliances and expectations with more ease.

Get ready for PPWR now

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