

REGULATION (EU) 2025/40 – PPWR

New Environmental Sustainability Requirements

The Regulation introduces strengthened environmental sustainability criteria for packaging, including:

- Prevention and reduction of packaging waste
- Enhanced recyclability of plastic packaging
- Promotion of reuse and refill systems
- Mandatory minimum recycled content in plastic packaging
- Harmonised environmental labelling requirements
- Introduction of an environmental declaration framework

PPWR IMPLEMENTATION TIMELINE

- **August 2026**
 - Mandatory identification of packaging and manufacturer data
 - Introduction of the new environmental declaration
 - Prohibition of PFAS substances in food contact packaging
- **2028**
 - Implementation of harmonised environmental labelling to support separate waste collection
- **2030**
 - Obligation to design packaging for recyclability
 - Minimum targets for recycled plastic content
 - Reduction of packaging weight and volume
- **2035**
 - Large-scale recycling of packaging materials

The new Regulation represents a significant opportunity for the flexible packaging sector, driven by increased recyclability standards, more sustainable resource management, and the adoption of advanced technological solutions.

All stakeholders across the value chain are called upon to assume clear responsibility in supporting and accelerating the ecological transition.

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