



Quick PPWR Guide

PPWR

What changes for food manufacturers and retailers?

Understand the new European packaging regulation and how it affects you.



01. What is the PPWR?

The PPWR (Packaging and Packaging Waste Regulation) is the new European Regulation on Packaging and Packaging Waste.

Its goal is to reduce the environmental impact of packaging throughout its entire life cycle and move toward a truly circular economy in the EU.

02. Why is it important?



It sets binding targets to reduce waste, increase reuse, and ensure recycling.



It introduces mandatory requirements for design, labelling, recycled content, and documentation.



It will strengthen control, traceability, and producer responsibility.

03. When does it come into force?



The PPWR is not just about packaging: it is **about data, traceability, and evidence**. The sooner you start organizing it, the more prepared you will be.



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