



Is your packaging
PPWR-proof?





We're here to help you understand this new EU regulation

The Packaging and Packaging Waste Regulation (PPWR) is a ground-breaking EU legislation designed to revolutionise the way we handle packaging. As such, it will have a massive impact on all companies in the European supply chain who use packaging – including yours.

The PPWR in short

- By 2030, all packaging must be recyclable, and by 2035, it must be recycled at a large scale.
- The PPWR mandates the use of reusable packaging, setting specific targets for transport packaging like reusable trays and pallets.
- The PPWR will apply from 12 August 2026 onwards.

This regulation is a significant step towards a more sustainable future, and it's crucial for organisations to understand its requirements. As the detailed requirements of the PPWR are still being developed until mid-2026, the precise implications for your organisation still have to be fully defined. To make sure you're well-prepared to meet your responsibilities, we strongly encourage you to proactively monitor the PPWR's evolution and start evaluating the potential impact on your operations without delay.

As your partner in sustainable solutions, Euro Pool System is here to help.

How the PPWR can benefit your company

Adhering to the requirements in the PPWR is an opportunity for companies to enhance sustainability practices, reduce waste, and improve operational efficiency. The regulation aims to minimise packaging waste, promote reuse, and ensure that packaging is designed for recyclability. For FMCG companies, growers, and retailers, this means transitioning from single-use packaging to reusable solutions could be a more cost-efficient and sustainable solution. By complying with the PPWR, companies demonstrate their commitment to environmental responsibility and align with the broader goals of the European Union.

Focus trends in the PPWR



European
Union

To prepare for the PPWR, organisations must focus on several key areas:

- **Reducing packaging waste:** Minimise empty space and restrict unnecessary packaging elements. Efficient design and space optimisation during transport are essential.
- **Promoting reuse:** Achieve ambitious reuse targets for transport packaging. By 2030, 40% of your transport packaging must be reusable, and by 2040, this target increases to 70% (exemptions apply).
- **Meet recycled content requirements:** Ensure that transport packaging is designed for recyclability. Minimise composite materials, and facilitate easy disassembly. Decrease the use of virgin materials to put the sector on track to climate neutrality by 2050.

Euro Pool System's PPWR-proof solutions

Euro Pool System's solutions are designed to help you meet the PPWR requirements seamlessly.

Our reusable trays...

...minimise waste and empty space: By replacing single-use packaging with our reusable trays, you actively reduce the amount of packaging waste generated. We've optimised our solutions for fresh fruit and vegetables, bananas, meat, and fish, meeting all of your packaging requirements. And with their extremely low folded profile, you minimise empty space on the way back to our service centres.

...help you meet your reuse targets: Our folding trays are designed for repeated use within a closed-loop system, enabling you to meet and exceed the PPWR's reuse targets for transport packaging. With a lifespan of over seven years, they travel back and forth between producers and retailers for up to 100 rotations! This means you can confidently plan ahead, knowing you will meet the requirements.

...are designed for recyclability: Our solutions already use a high percentage of recycled plastic content, and they're on track to be fully compliant with the recycled content targets mandated by the PPWR by the time it enters into force in August 2026. You can rely on our products to meet these requirements.

Added benefits of going reusable

Choosing Euro Pool System as your partner for reusable transport packaging solutions doesn't just help you prepare for the PPWR. Have you thought about these added benefits?



Cost optimisation

Renting our reusable packaging can be more cost-effective than buying single-use alternatives.



Operational efficiency

Our solutions integrate seamlessly into your existing supply chains, improving logistics and reducing product damage.



Sustainability

Enhance your brand image, minimise your environmental impact with durable, reusable packaging and reduce your Scope 3 emissions.



Future-proofing

Stay ahead of future regulations and meet growing customer demand for sustainable solutions.



Customised solutions

Benefit from tailored tray designs and comprehensive support to integrate reusables into your operations.



Data-driven insights

Our digital solutions capture valuable data about your products during transport, optimising your supply chain with real-time insights.

Get in touch

We're committed to helping your company navigate the PPWR and its requirements with ease. Let's create circular progress together and work towards a more sustainable future.

Koen Morshuis,
Managing Director EPS



Ready to rethink your supply chain? Join us on our journey to a circular economy, and get in touch. www.europoolsystem.com

Note: the information provided in this document is based on our current understanding of the legislation as of May 2025, and is focusing on transport packaging only. The PPWR will evolve with the secondary legislation under development until 2026. This document is intended for general informational purposes only. Please seek professional legal advice to ensure compliance with the PPWR and all applicable regulations. Click on [this link](#) for the latest updates and official guidance.

