



The PPWR: what it means for your business

The Packaging and Packaging Waste Regulation (PPWR) is new EU legislation reshaping how packaging is designed, used, and recycled across Europe. It affects every company in the EU supply chain that uses packaging, including yours. PPWR covers a wide range of packaging types. In this overview, we focus on what it means for transport packaging.

To comply with the PPWR, organisations must focus on several key areas:

1

Reducing packaging waste:

Minimise empty space and restrict unnecessary packaging elements. Efficient design and space optimisation during transport are essential.

2

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).

3

Recyclability 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 for 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...



Reduce waste & empty space



Support reuse targets



Designed for circularity



Compliance support



Monitoring & traceability

Note: Obligations under the PPWR depend on the role of each economic operator. While EPS supports customers through reusable packaging systems, packaging data and compliance information, customers remain responsible for assessing and fulfilling their own regulatory obligations.

*The direction is clear: less waste, more reuse and better circularity.
Businesses that invest in reusable packaging today are better prepared for the future.*



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



Cost optimisation

Renting our reusable transport 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 transport 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? Get in touch.
www.europoolsystem.com



Note: the information provided in this document is based on our current understanding of the legislation as of August 2026, 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.