

PPWR UNPACKED



WHAT IS PPWR?

The Packaging and Packaging Waste Regulation (PPWR) is the EU's framework designed to:

- Make packaging products recyclable or reusable by 2030, enforcing strict design criteria.
- Reduce packaging waste and material usage.
- Increase post-consumer recycled content in plastic packaging.
- Drive the packaging industry towards climate neutrality by 2050.

KEY TIMELINES & MILESTONES

December 1994

Packaging and Packaging Waste Directive 94/62/EC

August 2026

End of transition period, businesses to comply with certain requirements for substances in food contact packaging.

2035

Packaging must be widely recyclable, with collection, sorting, and high recycling rates.



February 2025

PPWR officially takes effect, providing a transition period for compliance.

2030

- All non-exempt packaging must comply with Design for Recycling criteria.
- Minimum PCR content requirements for plastic packaging apply.
- Reuse targets must meet 40% of packaging volume.

2040

- Higher requirements for (PCR) content.
- Further reductions in packaging waste and expanded targets for reuse.

“Regulation sets the direction. FPS provides the solutions — for a packaging industry that is circular, compliant, and future-ready.”

Çağla Aksoy, FPS Global Sustainability Director

PLATINUM Top 1%

ecovadis

Sustainability Rating

OCT 2025

CORE PPWR REQUIREMENTS

Recyclability Classification (A/B/C)

- Below 70% recyclability = banned from market.
- All non-exempt packaging must be recyclable by design by 2030.

Mandatory Recycled Content

- 35% for all other plastic packaging by 2030.
- Higher thresholds apply for 2040.

Reuse Targets

- At least 40% of total packaging volume must be reusable within a re-use system by 2030.
- Aim for 70% by 2040.

WHY FPS IS YOUR TRUSTED PARTNER IN PPWR COMPLIANCE



Sustainable by Design

- Lifecycle assessment support to design the most appropriate product development
- FPS provides guidance to ensure that your FIBC portfolio is aligned with the highest classification grade



FlexiGreen – Certified Recycled Content

- Full control over PCR quality, traceability, and availability
- In-house recycling ensures stable supply
- PCR content verified by RecyClass certification
- Our own Recycling Hub powers circularity



REBU – Our Reusable Packaging Service

- Reconditioning program that offers emptied FIBC collection, inspection, cleaning and preparation for reuse
- Supports the reduction of single-use packaging

NEXT STEPS



YOUR NEXT STEPS AS AN FPS CUSTOMER

- Evaluate your current packaging portfolio and analyze recyclability status of your packaging.
- Engage with your FPS contact to review compliant alternatives.
- Plan ahead for recyclability grades, reuse targets, and PCR product, process and traceability verified by RecyClass certification.
- Join our upcoming webinar to understand what PPWR means for your business and how we can prepare together.

LET'S NAVIGATE PPWR TOGETHER

FPS is not just a packaging supplier - we are your strategic partner for regulatory readiness and long-term sustainability.



www.fps.com



LinkedIn