

Are you ready for the New EU Packaging Rules?

The EU's Packaging and Packaging Waste Regulation (PPWR) introduces major changes to how packaging is designed, used, and managed across every industry.

It impacts all businesses placing packaging on the EU market, with new requirements on recyclability, labelling, reuse and waste reduction.

Every business placing packaging on the EU market will be affected.

What this means for your business:

- All packaging must be recyclable or reusable by design
- Reduced use of unnecessary packaging and materials
- New labelling and compliance requirements
- Greater responsibility for packaging lifecycle (EPR)

The regulation will apply from 12 August 2026
Please contact Stephen Hegarty to discuss next steps
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MARKET ACCESS

Non-compliance risks delays, penalties and blocked products.



DEADLINE

Our experienced consultants can remove complexity. **2026** - PPWR begins applying across EU markets



PLANNING

Early interaction speeds up delivery
2030 - 40% reusable transport packaging target
2040 - 70% reusable transport packaging target



PARTNERSHIP

Clear planning to help your business define, align and execute quickly.



HIRING

We provide a phased program, fit for your needs including resourcing requirements.

