

Webinar: Packaging minimisation, refill, and reuse standards

2 October 2025 - 14:30-16:00 CEST

The PPWR standardisation context and latest developments

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The PPWR legal background

- Standardisation request (SReq) on packaging minimisation to ensure presumption of conformity.
- Need for harmonised standards on reusable packaging.
- Harmonised standard on refillable packaging not in, but needed too!





Q VISUAL THINKERY

ecos

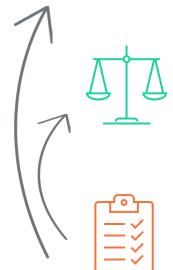
Interplay between policy & standards

Can help **implement environmental legislation** & support the **environmental agenda**



POLICY - defines overall objectives





LAW - define essential requirements, indicate WHAT without specifying HOW

VOLUNTARY

STANDARDS – the HOW:

standards set out technical specifications to meet regulatory requirements



STANDARDS are unique to our work



- Standards are concrete tools
- They are developed by the industry for the Industry **> real** and **tangible** impact.
- Our ambition: ensure these standards serve industry,
 society and the environment.
- In Europe, we are proud to formally represent the environmental perspective in the European Standardisation System.
- We work to raise environmental ambition of Voluntary Sustainability Standards.

The PPWR timeline

Jan 2030

12/08/2026 General application

11/02/2025 Entry into force

Ban of certain formats

Minimisation obligation

40% reuse target

70% reuse target









Feb 2027

SReq on

packaging

minimisation



2030 5% waste prevention



2035 10% waste prevention



2040 15% waste prevention

11/03/ 2025 **SRAHG PPWR** Kick Off

Delegated act on minimum rotation number



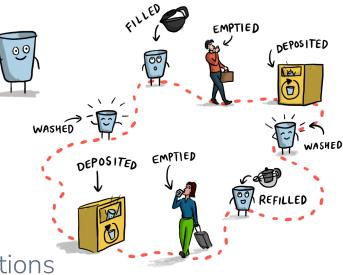
SReq on packaging minimisation

- Lay down the methodology for the calculation and measurement of compliance.
- Specify maximum adequate weight and volume limits, and, where appropriate, wall thickness and maximum empty space for most common packaging types and formats.



Need for harmonised standards on reusable packaging

- Packaging design + reuse systems → Update EN 13429
- Set reusable packaging criteria and formats, including
 - Minimum number of trips or rotations,
 - Standardised designs,
 - Requirements
 for reuse systems, incl.
 hygiene
 - Methods for tests,
 measurements or calculations

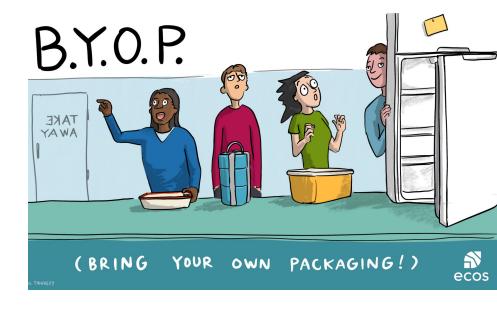




Q VISUAL THINKERY

Harmonised standard on refillable packaging

- Adapted to HORECA (bring your own packaging) and to retailer (bulk sales)
- Requirements on:
 - Storage of products sold in bulk sales
 - Type of packaging
 - Hygiene
 - Information for customers





Thank you



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