



Webinar: Packaging minimisation, refill, and reuse standards

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

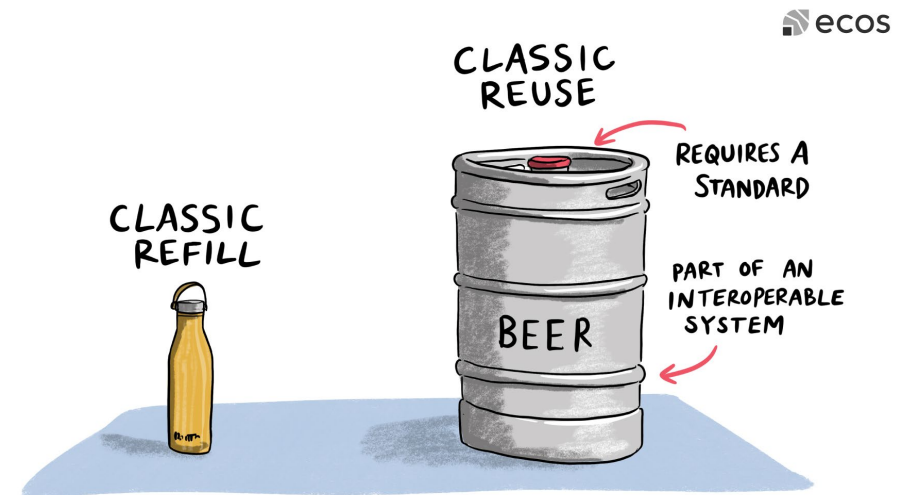
The PPWR standardisation context and latest developments

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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

Interplay between policy & standards

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

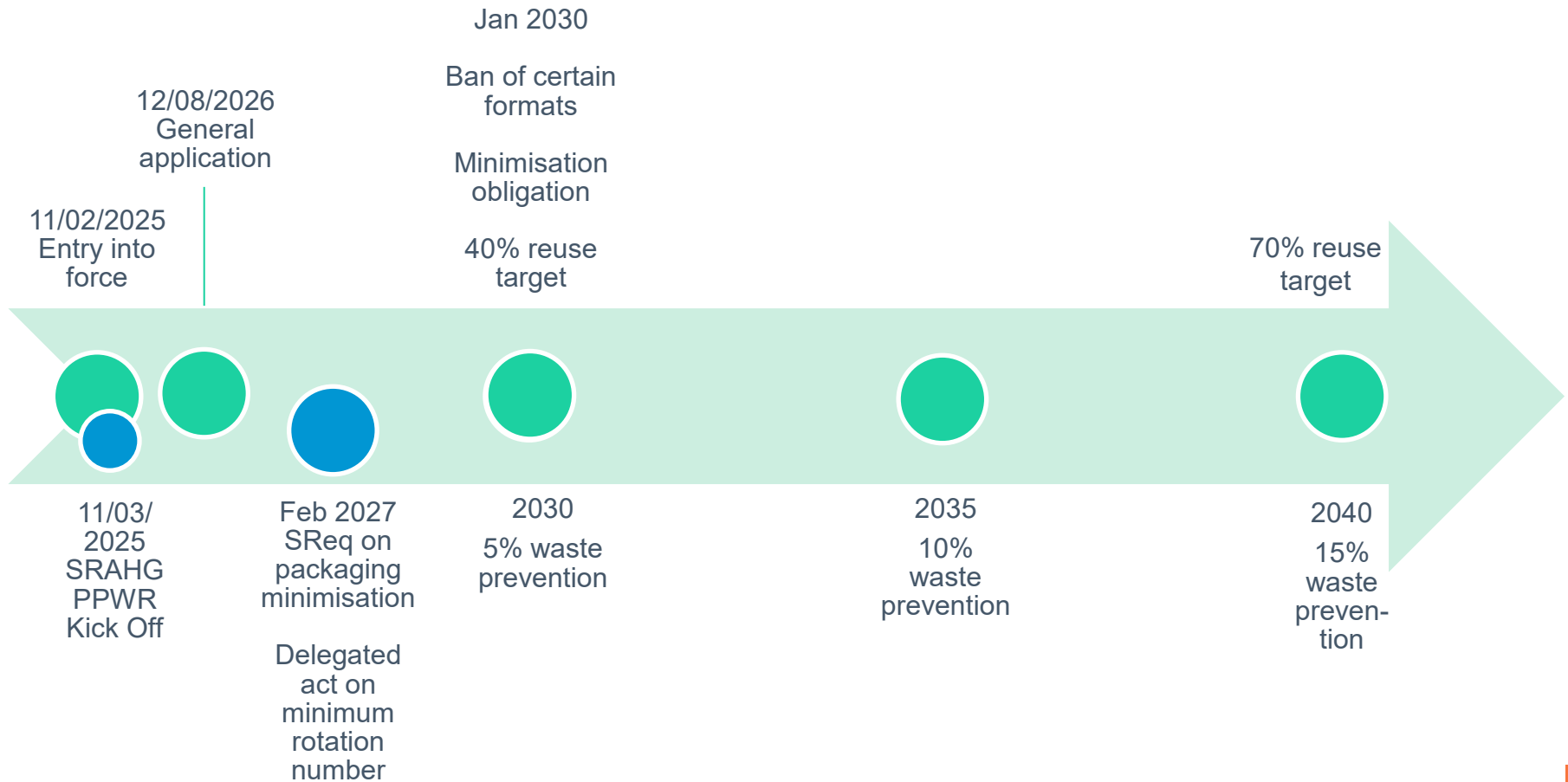


STANDARDS are unique to our work



- 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

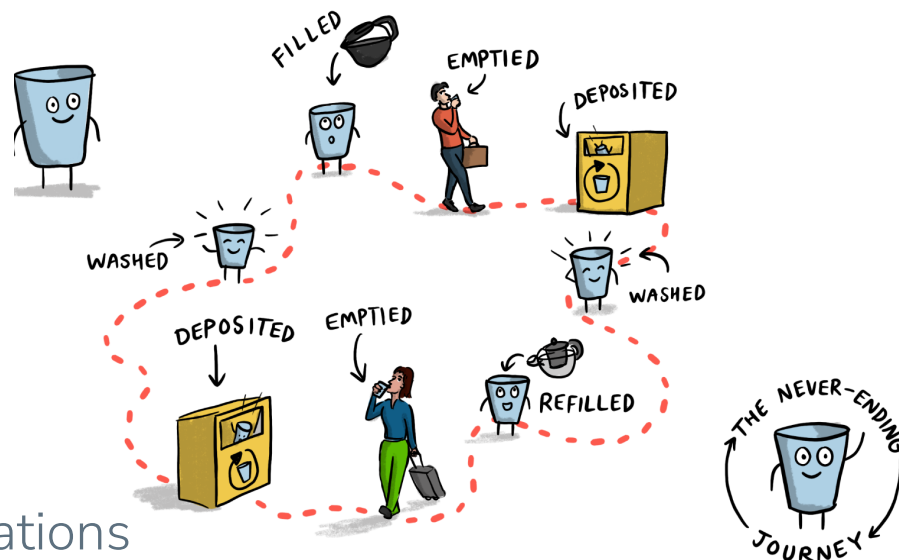


SReq on packaging minimisation

- 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.

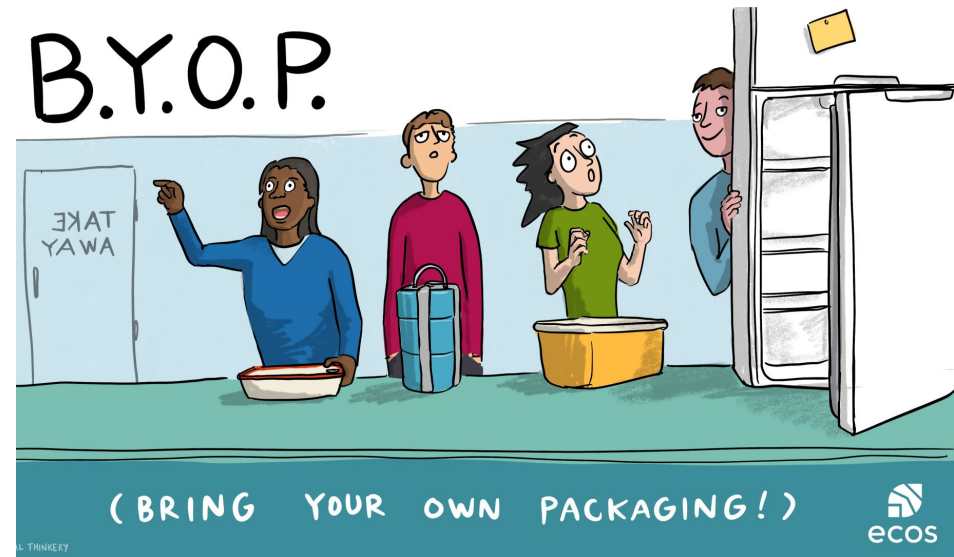
Need for harmonised standards on reusable packaging

- 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



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



Environmental Coalition on Standards

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