



# Beontag and the PPWR

## What is the Packaging and Packaging Waste Regulation (PPWR)?

The Packaging and Packaging Waste Regulation (PPWR) is a legislative initiative by the European Union aimed at transforming how packaging is designed, used, and managed across the EU, starting in **August 12, 2026**. Its primary goal is to reduce packaging waste, enhance recyclability, and promote the use of sustainable materials throughout the entire packaging lifecycle. The regulation applies to all packaging placed on the EU market, whether for commercial, industrial, or household use, and introduces harmonized requirements for material composition, reuse, recyclability, and labeling. PPWR represents the EU's most ambitious effort to date to ensure that, by 2030, all packaging is either reusable or recyclable in an economically viable way. This will require significant changes in packaging design, material selection, and supply chain practices, with a strong emphasis on circularity and environmental performance.

## What are the key objectives of the Packaging and Packaging Waste Regulation (PPWR)?

The primary goal of the PPWR is to reduce the environmental impact of packaging across the European Union by promoting a more sustainable and circular model. To achieve this, the regulation introduces concrete measures aimed at:

- **Preventing the generation of packaging waste**, by reducing the use of unnecessary materials.
- **Encouraging the reuse and recycling of packaging**, ensuring it can be reintegrated into the production cycle.
- **Promoting the use of recycled and renewable materials**, reducing dependence on virgin resources.
- **Ensuring that all packaging is reusable or recyclable** in an economically viable way by 2030.
- **Harmonizing design, composition, and labeling requirements** for packaging across all EU member states.
- **Reducing the presence of hazardous substances in packaging materials**, improving safety for consumers and recyclers.
- **Improving packaging labeling, making it easier for consumers** to correctly separate and sort packaging waste.

## How does it affect Beontag's industry?

PPWR significantly impacts industries involved in packaging production, labelling, and distribution, such as Beontag. Companies must adapt their products and processes to ensure compliance with new sustainability, recyclability, and labelling requirements. This includes redesigning packaging for increased recyclability, reporting on materials used, and ensuring traceability for recycled content.

## Which Beontag products are affected by PPWR?

PPWR affects all Beontag products that are considered packaging or associated with packaging, including:

- Labels and labelling materials applied to packaging.
- Self-adhesive solutions and films used in packaging.

**RFID tags are not considered packaging and therefore are not subject to the obligations set out in the PPWR.**

## What documentation will Beontag provide to help customers demonstrate PPWR compliance?

Beontag will provide customers with the necessary documentation to support packaging producers and fillers in meeting PPWR requirements. As the specific technical criteria and validation methods for recyclability will only be defined by the European Commission starting in 2028, exact requirements are not yet available.

In the meantime, Beontag is committed to:

- **Supplying detailed information on product composition**, aligned with applicable technical criteria.
- **Providing traceable evidence** such as recyclability certifications, analytical tests, and independent validations.
- **Updating documentation formats** as new standards are published.
- **Proactively collaborating with customers** to address any risks of incompatibility and ensure full recyclability.

Our aim is to ensure that Beontag labels facilitate regulatory compliance.

## How does PPWR policies affect clients?

PPWR policies have a direct impact on Beontag's clients who use packaging and labeling products in the EU. Clients are required to ensure that their packaging solutions meet strict recyclability and reusability standards and are properly labelled for waste sorting. This requires a careful selection of materials and suppliers that comply with regulatory requirements, such as the use of recycled content, verified compliance with recyclability criteria, or the absence of prohibited substances. By partnering with Beontag, clients benefit from updated, compliant products and dedicated support on documentation and traceability, making the transition to new standards more manageable.

## Does the PPWR only affect companies in Europe, or does it also impact suppliers who sell products to the European market?

The PPWR applies to any company, regardless of its geographic location, that places packaged goods on the market of the European Union. This includes non-EU manufacturers, exporters, and suppliers. The regulation assigns compliance obligations to Companies in the supply chain. For a non-EU supplier, the primary obligation is to ensure that the packaging components they supply meet the PPWR's requirements for recyclability, recycled content, and restricted substances. The EU-based importer, which is legally responsible for compliance, will need to obtain documented proof from its non-EU suppliers that all packaging components meet the regulation's standards.

If you have any specific questions or require documentation related to PPWR, our team is always available to assist through our commercial contacts or at [esg@beontag.com](mailto:esg@beontag.com)

[www.beontag.com](http://www.beontag.com)