



IMPORTANT UPDATE

EU Packaging and Packaging Waste Regulation (PPWR)

What is the PPWR?

The EU PPWR provides new rules on packaging and packaging waste, including design and water management to prevent the generation of packaging waste, boost recycling and reduce the need for primary materials. Given the potential implications for packaging practices and continued access to EU markets, it is important to familiarise yourself with the phased implementation approach and upcoming requirements.

Objectives of the new EU packaging rules (published 11 February 2025)



Prevent the generation of packaging waste by

- Reducing the (packaging) quantity
- Restricting unnecessary single-use packaging
- Requiring reusable and refillable packaging solutions



Boost (high-quality) recycling by

- Requiring packaging to be designed for recycling
- Harmonisation of sorting labels
- Reducing substances of concern/hindering recycling



Reduce the need for primary materials by

- Making recycled plastics content obligatory
- Minimising packaging and reducing void space

Who does PPWR apply to and when will this be implemented?

- Any business or individual exporting products (including fruit) to the European Union



Implementation date: 12 August 2026

What are the PPWR's main sustainability requirements?

Substances of concern (SOC) - Art. 5

- SOC should be minimised and the sum of concentration levels of lead, cadmium, mercury, and hexavalent chromium should not exceed 100 mg/kg
- Food contact packaging must not exceed PFAS concentrations as set in Art. 5(5)

Implementation date: 12 August 2026

Compostable packaging - Art. 9

- Sticky labels on fruit and vegetables, single-use tea and coffee bags must be **industrially** compostable
- EU Countries can request:
 - **This** packaging to be *additionally* **home** compostable.
 - **Other** packaging formats (lightweight plastic carry-bags, coffee capsules and pods) to be compostable (mandatory)

Implementation date: 12 February 2028

Labeling - Art. 12

- Packaging will have to be marked with the harmonised label (pictograms) to inform about the composition of packaging material and help consumers to sort recyclable materials.

Implementation date: 12 August 2028

- Reusable packaging will have to be marked with a label showing its reusability

Implementation date: 12 February 2029

Restrictions on use of certain packaging formats - Art. 25

- Ban of certain packaging, including single-use plastic packaging for quantities of fresh fruit and vegetables below 1.5 kg



Packaging minimisation - Art. 10

- Packaging must be reduced to the minimum volume/weight needed to ensure its functionality

Recycled content in plastic packaging - Art. 7

- Minimum plastic recycling targets apply per component of packaging:
 - 30% for PET contact-sensitive packaging
 - 10% for contact-sensitive packaging other than PET
 - 30% for single-use plastic beverage bottles
 - 35% for plastic packaging other than the 3 listed above
- By 31 December 2026 rules on plastic recyclates incorporated in plastic packaging from outside of the EU will be adopted
- Certain food contact materials could be exempted due to the lack of available recyclates

Recyclability of packaging - Art. 6

- Packaging must be designed for recycling
- Packaging with less than 70% recyclability cannot be put on the market

Implementation date: 1 January 2030

Transport packaging - Art. 29

- 40% of transport packaging reusable, **exempt**:
 - Flexible packaging in food contact (e.g. big bags, jute bags)
 - Cardboard transport packaging

Implementation date: 1 January 2030

How will the PPWR be implemented?

Requirements of the PPWR will be introduced progressively, with the following being immediate requirements:

Substances of Concern - Art.4

PPWR text

- By 12 August 2026, all packaging must comply with existing and new thresholds
- The presence must be minimised, incl. waste management, reuse and recycled materials

- Covers heavy metals, microplastics. PFAS only in food-contact materials
- SoC/PFAS content must be disclosed in technical documentation (Ann.VII)

Minimum Substances of Concern (SoC) with "unacceptable risk to human health and the environment"

PFAS = per- and polyfluorinated alkyl substances

Work in progress

- By 31 December 2026, the EU Commission must publish a report on the presence of substances of concern in packaging and packaging components
- By 12 August 2030, option for EU Commission to amend PFAS obligations
- By 12 August 2033, the EU Commission must assess whether this obligation needs to be amended

Packaging conformity requirement: Technical documentation (Ann. VII)

The packaging manufacturer shall provide all information needed to prove compliance. The technical documentation must:

- **Specify the applicable requirements**
- Cover, as far as relevant for the assessment, **the design, manufacture and operation of the packaging**

*See footnote below

Packaging conformity requirement: Declaration (Ann. VIII)

The declaration of conformity (DoC) shall identify the packaging for which it has been drawn up.

The manufacturer must:

- Draw up a written DoC for each packaging type
- Keep it together with the technical documentation at the disposal of the national authorities for 5 years

*See footnote below

Where to find more information?

SATI

- This information, prepared by COLEAD, is available on www.satgi.co.za or [scan QR code](#)
- **Enquiries:** tarryn@satgi.co.za



AGRIINFO

- Visit the Agriinfo Platform to keep updated with changes to EU regulations: www.agriinfo.eu

EUROPEAN COMMISSION

- Additional PPWR information is available on the official website of the European Commission at bit.ly/EU_PPWR or [scan QR code](#)



*Detailed requirements for Technical Documentation and the Declaration of Conformity (Ann. VIII) can be found on the COLEAD presentation that is available on the SATI website and on the official website of the European Commission. Links to both resources are provided above.