

Better Food. Better Health. Better World.



Packaging and Packaging Waste Regulation (PPWR)

Packaging Under Pressure: Meeting New Rules While Protecting Human Health

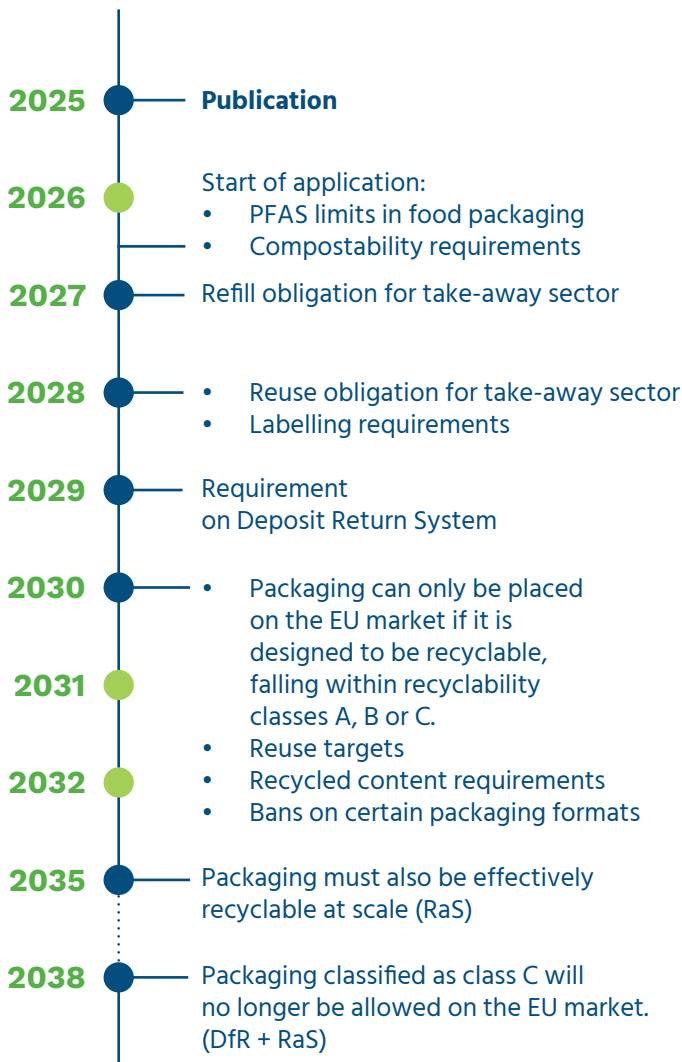
What is PPWR?

The PPWR is an EU regulation covering all packaging and packaging waste placed on the EU market, across the entire lifecycle from design to disposal.

It replaces the older Packaging and Packaging Waste Directive (94/62/EC) and, unlike a directive, it will apply uniformly in all Member States to harmonize rules.

The PPWR entered into force on 11 February 2025, and its provisions will start to apply from 12 August 2026 (with certain obligations phased in through 2030 and beyond). It aims to:

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| <p>REDUCE packaging waste generation and its environmental impact</p> | <p>PROMOTE circular economy and reusable packaging models</p> | <p>INCREASE use of recycled content in packaging</p> | <p>HARMONISE rules across Member States</p> |
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What's at stake for the food sector?

Food companies face a double challenge: complying with sustainability regulations, while ensuring food safety and consumer trust.

“ New packaging materials—bioplastics, compostable, recycled, or reusable—support sustainability, but their complex production raises safety concerns. Ensuring food contact safety by checking for contaminants and verifying barriers is key to protecting health and complying with PPWR.

Key Regulatory Challenges include:

Waste Reduction

Goal: Cut unnecessary or excessive packaging, including some single-use formats.

Targets: Reduce packaging waste by 5% by 2030, 10% by 2035, and 15% by 2040 (vs. 2018).

Approach: Encourage reusable and refillable packaging solutions across sectors (e.g. food service, beverages).

Recycled Content Targets

Binding minimum levels of recycled plastic content:

- Varies by application (e.g., food contact, bottles).
- Some formats must reach 65% recycled plastic by 2040.

Aims to stimulate demand for recycled materials and promote circularity.

Reuse Obligations

- Reusable packaging targets set for specific sectors (e.g., takeaway food, beverage cups, transport packaging).
- Some single-use formats will be banned where viable reusable alternatives exist.

Extended Producer Responsibility (EPR)

- Producers must finance and manage packaging waste across its lifecycle.
- Obligated to register in each EU country, report, and pay fees (modulated by recyclability).
- Must cover the costs of collection, sorting, and recycling.

Documentation & Digital Transparency

- Mandatory Declarations of Conformity for each packaging type.
- Required technical documentation to prove compliance.
- Introduction of Digital Product Passports (by 2030) for sharing packaging data, including substances of concern.

100% Recyclability by 2030

→ All packaging must be economically recyclable by 2030.

→ EU will define Design for Recycling (DfR) criteria; only packaging that meets recyclability grades will be allowed.

→ Non-recyclable and complex multi-material packaging will be phased out.

→ Harmonized labeling (e.g. disposal instructions, recycling symbols) will become mandatory.

Chemical Safety Restrictions

→ Strict limits on heavy metals (lead, cadmium, mercury, chromium VI).

→ **Ban on PFAS*** in food-contact packaging from August 2026.

→ Ban on Bisphenol A (BPA) in food packaging.

Objective: ensure safety for consumers and recyclers by phasing out hazardous substances.

*PFAS limit values:

- 25 ppb for any PFAS as measured with targeted PFAS analysis
- 250 ppb for the sum of PFAS measured as sum of targeted PFAS analysis optionally with prior degradation of precursors
- 50 ppm for PFASs (polymeric PFAS included); if total fluorine exceeds 50 mg /kg the manufacturer, importer or downstream user shall upon request provide to the enforcement authorities a proof for the fluorine measured as content of either PFAS or non-PFAS.

How Mérieux NutriSciences can support you

→ From compliance to confidence

We help food companies **anticipate**, **adapt** and **validate** their packaging strategies through **4 key pillars**

TESTING AND LABORATORY SERVICES

- ✔ PFAS analysis (LC-MS/MS, GC-MS, TF/TOF, TOP assay)
- ✔ NIAS screening & specific migration testing
- ✔ Recyclability tests
- ✔ Compostability studies
- ✔ Physico-mechanical tests: strength, thickness, shelf-life impact

REAL LIFE PACKAGING DECISION TOOL

- ✔ Check the suitability of mono-material, recyclable or new-materials packaging
- ✔ Move from plastic to compostable (coffee, tea, fruits)
- ✔ Safety and suitability verification of reusable packaging
- ✔ Adaptation of refill systems (HORECA, take-away)

REGULATORY EXPERTISE

- ✔ Declaration of conformity audits & support
- ✔ Risk assessment per PPWR article: traffic-light scoring method
- ✔ Support with delegated acts interpretation
- ✔ Labeling strategy aligned with Art.12
- ✔ Verification of voluntary green claims

ENVIRONMENTAL COMMUNICATION

- ✔ LCA & product footprint (ISO 14040 series)
- ✔ Lab studies to support claims
- ✔ Green claim screening (alignment with new EU directives)
- ✔ Social listening and perception analysis

Is your packaging involved?

For more information:

Contact your local Mérieux NutriSciences office.



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Our expertise

→ Global reach, local presence

**20+ years
in food packaging
& food contact
safety**

**Coordination
across Europe
with localized
support**

**Internal labs
and on-the-ground
consultants
to run tests &
deliver guidance**

**Regulatory,
scientific,
and sustainability
experts working
as one team**

“ From testing to regulatory strategy,
we turn PPWR complexity into actionable insight.
”



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