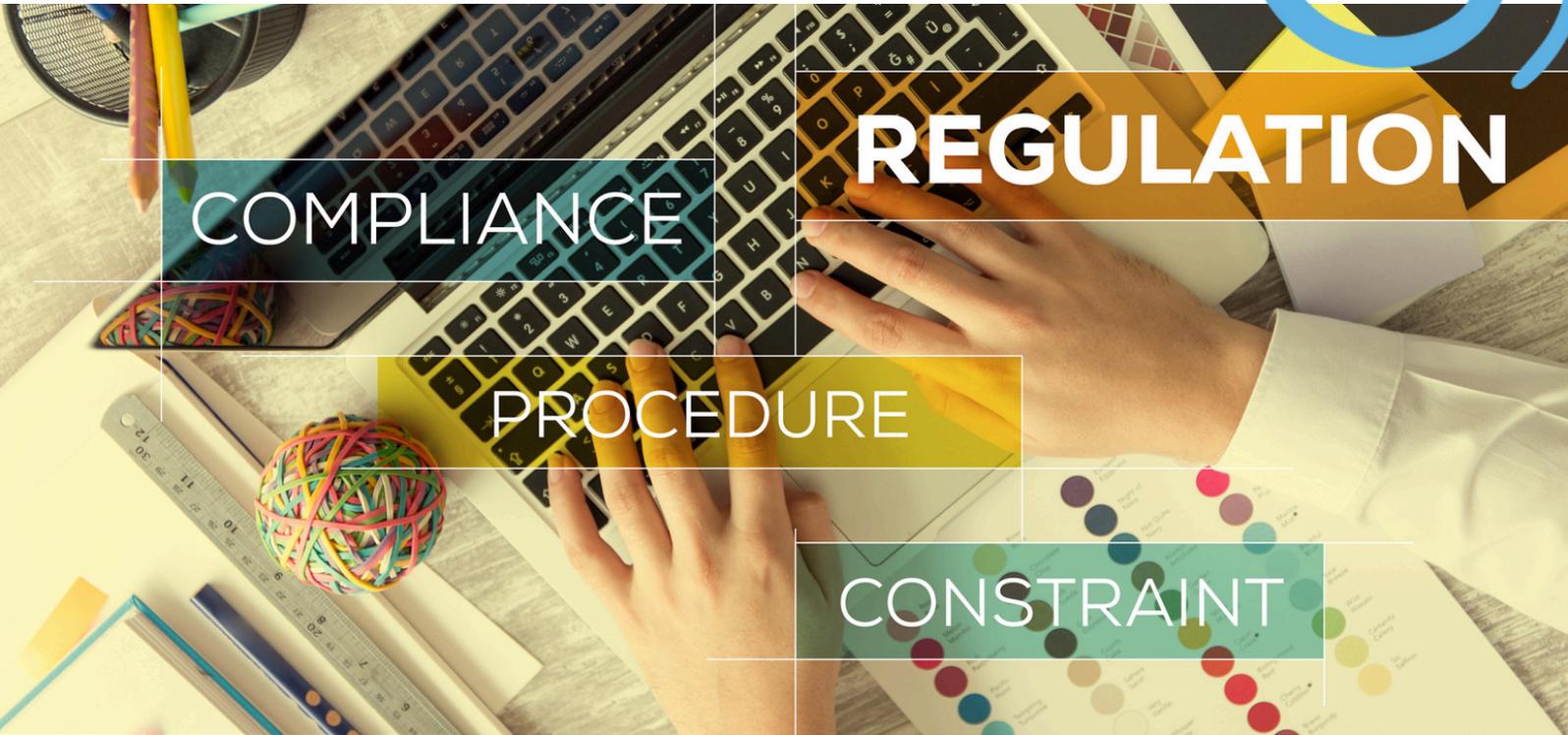


BlueSky thinking...



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Navigating the Packaging and Packaging Waste Regulation (PPWR)

Introduction

The Packaging and Packaging Waste Regulation (PPWR) represents a transformative shift in the packaging industry, aiming to address the environmental impact of packaging through ambitious targets and innovative strategies. Adopted by the European Parliament in April 2024, the PPWR will take effect by late 2025 or early 2026, applying to all packaging placed on the EU market, including exports from non-EU countries such as the UK.

Here, we explore the key provisions of the PPWR, its implications for businesses, and how companies can turn regulatory compliance into an opportunity to lead in sustainability.



Understanding the PPWR

The PPWR establishes a framework to reduce waste, conserve resources, and promote a circular economy. By mandating recyclable packaging, setting requirements for recycled content, and encouraging reusable systems, the regulation is poised to reshape the industry.

Key Provisions of the PPWR

1. Recyclability:

- Packaging must be recyclable through standard recycling streams, with minimal exceptions.
- Emphasis on mono-material solutions to eliminate composite materials that hinder recycling.

2. PCR Content Requirements:

- Plastic packaging must include at least 30% post-consumer recycled (PCR) content by 2030, increasing to 50% by 2040.

3. Packaging Bans:

- Bans on specific single-use plastic, including collation films and portion packaging in the HORECA (Hotels, Restaurants, Cafe/Catering) sector.

4. Reuse Targets:

- Member states must implement systems to increase the reuse of packaging, particularly in beverages.



The Significance of the PPWR

The PPWR is more than regulatory compliance; it is a catalyst for innovation and leadership in sustainability. By aligning practices with the PPWR, businesses can:

- Reduce waste.
- Demonstrate environmental stewardship.
- Appeal to eco-conscious consumers.

The PPWR challenges businesses to rethink packaging, but it also invites innovation and leadership in sustainability throughout the supply chain.

Implications for Businesses

For companies exporting to the EU, the PPWR brings both challenges and opportunities:

- **Design Innovations:** Packaging must meet recyclability and PCR requirements, encouraging creative solutions.
- **Supply Chain Adjustments:** Rising demand for recycled materials may increase costs but offers a chance to secure supply chain advantages.
- **Competitive Advantage:** Early adopters can position themselves as industry leaders.



How BlueSky Supports You

BlueSky supplies packaging designed to meet PPWR requirements:

Mono-Material Packaging:

- **What It Is:** Packaging made entirely of a single material for streamlined recycling.
- **Why It Matters:** Eliminates composite materials, enhancing recyclability and compliance with PPWR requirements.
- **Specific Offerings:** Mono-material lotion pumps compatible with PET, PE, and PP bottles, creating fully recyclable packs. Aluminium, tins, bottles and screw caps.



Post-Consumer Recycled (PCR) Content Packaging:

- **What It Is:** PET, HDPE, and aluminium packaging with recycled content.
- **Why It Matters:** Aligns with PPWR's recycled content targets and supports a circular economy.
- **Specific Offerings:** BlueSky can supply PCR content across a vast range of packaging lines, up to 100%. Including, aluminium, PET, HDPE.



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Reusable Packaging:

- **What It Is:** Includes refillable containers, such as aluminium bottles, together with refill pouches, to help to reduce single-use waste.
- **Why It Matters:** Supports reuse targets and promotes a circular economy.
- **Specific Offerings:** We recommend you contact our expert team, and they can advise you. A wide range of packaging bottles and jars can be refilled but testing would be required. We also have an extensive range of pouches for standalone or refill use.



“ We always advise our customers that the testing lies with the developer of the refill scheme, and they need to be clear and advise their consumers how to safely wash the product, if the consumer is refilling themselves.

If it is as simple as buying a new pouch of gin and pouring it into a bottle, this is fine (due to alcohol content), but where a washing process is required, where heat may be applied for longer periods of time to create sterile conditions, this can put packaging under significant stress, especially if heat is also applied with chemicals.

Re. Aluminium bottles for refill and reuse.

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Seizing the Opportunity

The PPWR offers a timely opportunity for businesses to embrace sustainability and reap the associated benefits. Regulatory compliance is at the heart of this transition, ensuring products meet stringent EU standards and remain marketable. Companies that act swiftly can not only avoid penalties but also secure a competitive edge in the evolving market.

Consumer expectations are shifting, with eco-conscious buyers increasingly favouring brands that demonstrate environmental responsibility. Packaging that aligns with these values fosters trust and loyalty, driving long-term customer engagement.

Operational efficiency is another significant advantage. Early adoption of sustainable practices enables businesses to streamline their operations, mitigate future supply chain risks.

However, challenges remain for the industry to tackle. The limited availability of PCR materials underscores the need for proactive planning to secure resources.

Educating consumers about the benefits of sustainable packaging is equally vital, requiring clear, consistent communication strategies. Additionally, implementing reuse systems demands collaboration across industries, presenting an opportunity for innovative partnerships.

Partner with BlueSky for Expert Packaging Guidance

At BlueSky, we're here to make your lives easier. As your partner, we bring expertise and solutions designed to meet your unique needs, helping you not only navigate the PPWR but thrive beyond it.

We offer tailored consultations to help you identify the best sustainable solutions for your business. Our packaging products ensure compliance, and our ongoing support means you'll always have a guide to help you adapt to changing regulations and market demands.



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