



Navigating the PPWR and EPR laws with Tosca's reusable plastic packaging



Introduction

The newly adopted Packaging and Packaging Waste Regulation (PPWR) and rapidly evolving Extended Producer Responsibility (EPR) laws are radically transforming packaging systems. This guide outlines how to easily adapt through reusable plastic packaging.



What is the PPWR?

The PPWR, entered into force on February 11th 2025 as part of the European Green Deal and replaces the former Packaging and Packing Waste Directive with stricter, EU-wide rules to cut excess packaging, boost reuse, promote recycled material, and increase the recycling of packaging waste.

Based on circular economy principles, the PPWR promotes reuse for the first time, redressing the fact that recycling has been the historical go to for waste reduction. Reusable packaging is also a stronger means in cutting pollution and driving overall positive environmental change.

Extended Producer Responsibility (EPR)

The PPWR implements the requirements for EPR, which makes producers and users financially responsible for packaging from creation to disposal, driving waste reduction and sustainability. EPR fees are typically exempt for reusable packaging systems, and while ecomodulated fees may reduce costs for some packaging forms, nothing beats not having to pay a fee at all.

Understanding Packaging

Packaging falls into three categories: **primary** (direct product encasement), **secondary** (protective transport packaging), and **tertiary** (bulk transport). The PPWR and EPR laws impact each differently, but are geared to driving a shift from single-use to reusable options—making reusable secondary and tertiary packaging, such as RPCs, plastic pallets, and bulk containers ideal solutions.

Reusable Packaging Supports PPWR and EPR Compliance

These new regulations aims to standardise packaging waste management across the EU through setting mandatory targets.



Reduction targets for a circular economy

The PPWR sets reduction targets for packaging waste: **5% by 2030, 10% by 2035, and 15% by 2040.**

Implications for businesses: Businesses must **transition from single-use packaging to sustainable alternatives**, such as reusable plastic crates and bulk containers.



Reuse and reusable packaging targets

The PPWR sets reuse targets of **40% by 2030 and 70% by 2040** for certain packaging types, including transport, sales and grouped packaging. This legislation is significant as it is the first to explicitly mention **“reuse”**.

Implications for businesses: While cardboard is exempt, reusable packaging such as plastic pallets and foldable containers will be increasingly necessary in order to achieve those targets. Along with reusable plastic crates they also **significantly reduce environmental impact cutting water use by >30% and greenhouse gas emissions by >20%.**



Recycled and recyclable content

The PPWR mandates recycled content targets and criteria to improve recyclability. By 2030, non-PET food packaging must have 10% recycled content, **rising to 25% by 2040** while non-food contact packaging must have 35% and 65% recycled content by those respective dates.

Implications for businesses: Many reusable secondary and tertiary packaging options **already exceed 30%**, ensuring compliance.

Benefits for businesses:

✓ Reduction in greenhouse gas emissions

✓ Reduced water use

✓ Increased cost savings

✓ Eliminating taxes

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EPR and any associated fees are currently being implemented differently across Member States and by the UK. This makes it confusing and costly when single-use packaging is involved. Using reusable packaging significantly reduces cost: either pay nothing at all or you pay once for a reusable crate, pallet or bin which is reused 100 times versus paying each time for a single-use alternative. And using a pooled packaging system makes it even cheaper - especially where companies work across multiple countries.

By using our products and services you can easily and cost effectively comply with the requirements of the **PPWR and EPR laws**, making Tosca's solutions an ideal fit for your business.



Conclusion

The PPWR and EPR bring major changes, requiring businesses to adapt and align with evolving packaging laws. Embracing reuse ensures compliance, enhances sustainability, and optimises supply chains for long-term success.

Talk to an expert

Want to find out more about reusable packaging? Talk with an expert at Tosca today, visit www.tosca ltd.com