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Is your business ready for **PPWR?**



All4Labels is your **expert partner** for **sustainable packaging compliance.**

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A **New Regulatory Era** for Packaging in Europe

The EU Packaging and Packaging Waste Regulation (PPWR) is one of the most significant transformations of European packaging legislation to date.

Replacing the previous **Packaging and Packaging Waste Directive**, PPWR introduces **directly applicable requirements** for companies placing **packaged products on the EU market.**

Its objective is clear: **reduce packaging waste,** improve **recyclability**, increase the use of **recycled materials**, promote **reuse and refill models**, and create more **transparent information** across the **packaging value chain**.

For **brand owners**, PPWR is not just a **regulatory update**. It is a **strategic shift** in how packaging is **designed, specified, documented, labelled and brought to market.**

All4Labels helps you turn regulatory complexity into clear, actionable progress.

From **label materials and adhesives** to data carriers, documentation and compliance guidance, we support your **PPWR readiness journey** with the **expertise, innovation and partnership mindset** needed to move forward with confidence.



What it means for your business

PPWR will directly impact packaging decisions across **four key areas:**

Recyclability

Packaging must be designed for recycling and support effective waste sorting and recycling systems.

Recycled content

Plastic packaging will be subject to minimum recycled content targets, with thresholds increasing over time.

Packaging minimization

Packaging weight, volume and complexity must be reduced, avoiding unnecessary layers, oversized formats or non-essential components.

Digital information and traceability

Packaging information will need to become more accessible, structured and reliable across the supply chain, supporting future digital compliance requirements.

PPWR key milestones

PPWR requirements will be introduced progressively, but the impact on packaging strategy starts today. The earlier the journey begins, the easier it becomes to make confident and **scalable decisions**.

12 Aug. 2026

General PPWR application starts. PFAS limits for food-contact packaging and heavy metal limits apply; manufacturer / importer obligations start.

31 Dec. 2026

Rules for Plastic PCR Content Calculation and Verification are expected.

2028

Rules for DfR (CEN standards) Delegated acts. EPR Modulation Fees. Harmonized Classification labels. Compostable requirement for sticky labels to food.

2030

DfR Grades A >95%; B>80%; C>70% (labels included).

Minimum Plastic Recycled Content Post Consumer (Exemptions. Plastic components <5%; pharma, baby food, medical devices, Risk for Human Health, Compostable plastics and dangerous goods transport.)

Packaging Minimization. Weight and Volume reduced to minimum.

Reuse&Refill HORECA. Beverage packaging.

>10% - 40% (2040).

2035

Recycled at Scale in addition to DfR.

2035

DfR-Grade C no longer marketable.

2040

Recycled Content > 50% – 65%.

The key challenges ahead



From single components to full-system performance

Labels, adhesives, inks and materials must be evaluated in relation to the complete packaging system and its recyclability.



From isolated projects to portfolio-wide readiness

PPWR will affect multiple packaging formats, categories and markets. Brands need solutions that work at scale.



From regulatory pressure to business opportunity

Brands that prepare early can reduce risk, improve packaging efficiency and strengthen consumer trust.



All4Labels helps brands translate PPWR requirements into practical packaging actions.

We combine **regulatory understanding, technical label expertise and end-to-end partnership** to support customers across the full **compliance journey**, from assessment and specification to implementation and **future-readiness**.

Design for Recyclability

We engineer **label solutions** that support the **recyclability of primary packaging.**

This includes **material selection**, **adhesive technologies** and **label constructions** designed to reduce interference with recycling processes and support **packaging recyclability assessments.**

Packaging Minimization

We help reduce packaging weight, material complexity and unnecessary components without compromising performance, shelf appeal or brand recognition.

Our solutions support **more efficient packaging structures** while keeping **functionality** and **consumer experience** at the center.

Regulatory Consultancy

We help translate **PPWR obligations** into clear, **actionable guidance** for packaging, sustainability and procurement teams.

Our role is to make **complexity manageable**, helping your organization understand **what matters**, **when it applies and how to act.**

Digital Data for Compliance

We support **digital labelling, traceability and data-readiness** through QR codes, **data carriers,** technical documentation and **Digital Product Passport-oriented solutions.**

The goal: make **packaging information** more accessible, reliable and ready for **future compliance needs.**

All4Labels supports customers with a **broad set of capabilities** designed to help brands **prepare, adapt and move forward with confidence.**

Our support includes:

Technical specifications
PFAS and substances of concern statements, component weights, material composition data and other documentation required to support compliance evaluations.

Recycled content validation
Support in sourcing, validating and documenting **recycled content pathways** aligned with **PPWR expectations.**

Design for recyclability
Label materials, adhesives and constructions engineered to support **packaging recyclability assessments.**

Material reduction
Solutions to reduce **label weight** and **complexity** while maintaining **technical performance** and **brand impact.**

Innovation pathways
Development of **next-generation label solutions** designed to anticipate **future regulatory and market requirements.**

Wash-off and detachable solutions
Label technologies supporting **reuse, refill** and **circular packaging models.**

Digital labelling and traceability
QR codes, data carriers and **connected packaging solutions** that enable structured access to **packaging information.**

LCA support
Life Cycle Analysis support to help substantiate **sustainability claims** with measurable and **verifiable data**.

Regulatory guidance
Clear, practical interpretation of **PPWR requirements** for packaging, sustainability and **compliance teams.**

We know the challenges brands face under PPWR because we face them together, turning shared priorities into **practical solutions and measurable impact.**

1 **Design for Recyclability**
We develop label solutions that support, rather than compromise, the recyclability of primary packaging.

2 **Packaging Minimization**
We help reduce material use, complexity and footprint while preserving performance, protection and brand impact.

3 **Recycled & Renewable Material Pathways**
We support the transition to PCR, recycled and bio-based materials with technical rigor and regulatory alignment.

4 **Refill, Reuse & Digital Information**
We enable circular packaging models through durable, detachable and digitally connected label solutions.

5 **Regulatory Support**
We translate PPWR and wider EU sustainability legislation into guidance that brands can act on with confidence.

6 **Compliance as a Value Driver**
We help turn compliance requirements into opportunities for performance, differentiation and long-term competitive advantage.

7 **Transparency & Substantiation**
We support the shift from sustainability claims to verifiable, data-backed communication.

8 **Trusted Partnership**
We act as a reliable expert partner across the full compliance journey — from strategy to shelf.

9 **Future-Readiness**
We anticipate regulatory evolution and develop solutions designed to meet the requirements of tomorrow.



Compliance Should Not Slow Brands Down. **It Should Move Them Forward.**

At All4Labels, we believe sustainability compliance should be clear, achievable and built for long-term value.

PPWR introduces new responsibilities for brands, but it also creates an opportunity to rethink packaging with more precision, transparency and purpose.

That is where we come in.

We bring the regulatory expertise to decode the requirements, the technical solutions to implement them, and the partnership mindset to make progress possible at scale.

Because the brands that get compliance right do more than meet the standard.

They set it.

Why partner with All4Labels?

Expertise you can rely on

We understand the role labels play in packaging compliance, recyclability and circularity.

Solutions designed for real-world implementation

Our technologies are developed to support performance, scalability and regulatory alignment.

Support across the full journey

From material selection to documentation, from digital data to future innovation, we help brands move with clarity.

A partnership mindset

We work alongside your teams to make PPWR readiness practical, actionable and sustainable over time.

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Let's Make PPWR Readiness Achievable.

The future of packaging compliance is already taking shape. All4Labels helps you **prepare, adapt and lead**, with label solutions, digital capabilities and **expert guidance** designed for the **regulatory landscape ahead.**

We are not just a label producer.

We are your expert partner for sustainability compliance.

Start your PPWR readiness journey with All4Labels.

www.all4labels.com


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