



WEBINAR

PPWR Is Here // What you need to know now

 **BIG Ideas**
hosted by Amcor



23 June 2026

Your presenters today



Gerald Rebitzer

Vice President, Sustainability
Operations & Advocacy
Amcor



Delia Harabula

Director Government Relations
Amcor



Lucie Charbonnel

Director Sustainability
Amcor Flexibles



Ellen Seyda

Director Sustainability
Amcor Rigids

What we'll discuss

- ▶ **Packaging & Packaging Waste Regulation (PPWR) overview**

- ▶ **PPWR requirements for different kinds of packaging**

- ▶ **What are brand owners' and retailers' obligations?**

More specific info on:

- PFAS restrictions

- Design for recycling

- Post-consumer recycled (PCR) content

- Eco-modulated Extended Producer Responsibility (EPR)

- Labelling

- ▶ **PPWR-ready packaging solutions**

- ▶ **Roadmap towards PPWR compliance**

- ▶ **Q&A**

Amcor at a glance

At home in homes around the world



- ~ 75,000 colleagues
- ~ 400 locations across 40+ countries

What we make



- Flexible packaging (plastic, paper, aluminum)
- Rigid plastics packaging
- Folding cartons
- Wine and spirit capsules (closures)

Trusted by customers large and small



We produce packaging for thousands of **global, regional and national brands**

Disclaimer



The information provided in this presentation is for informational purposes only and should not be taken as legal advice.

While we strive to ensure the accuracy and completeness of the information, it is not intended to replace professional legal consultation.

A Guide to Acronyms

In this webinar, we use some common abbreviations. Here's a guide to what they mean:

CEN = European Committee for Standardization

DfR = Design for Recycling

EPR = Extended Producer Responsibility

EU = European Union

PCR = Post-Consumer Recycled

PFAS = Per- and PolyFluoroAlkyl Substances (a group of chemicals)

ppb = parts per billion

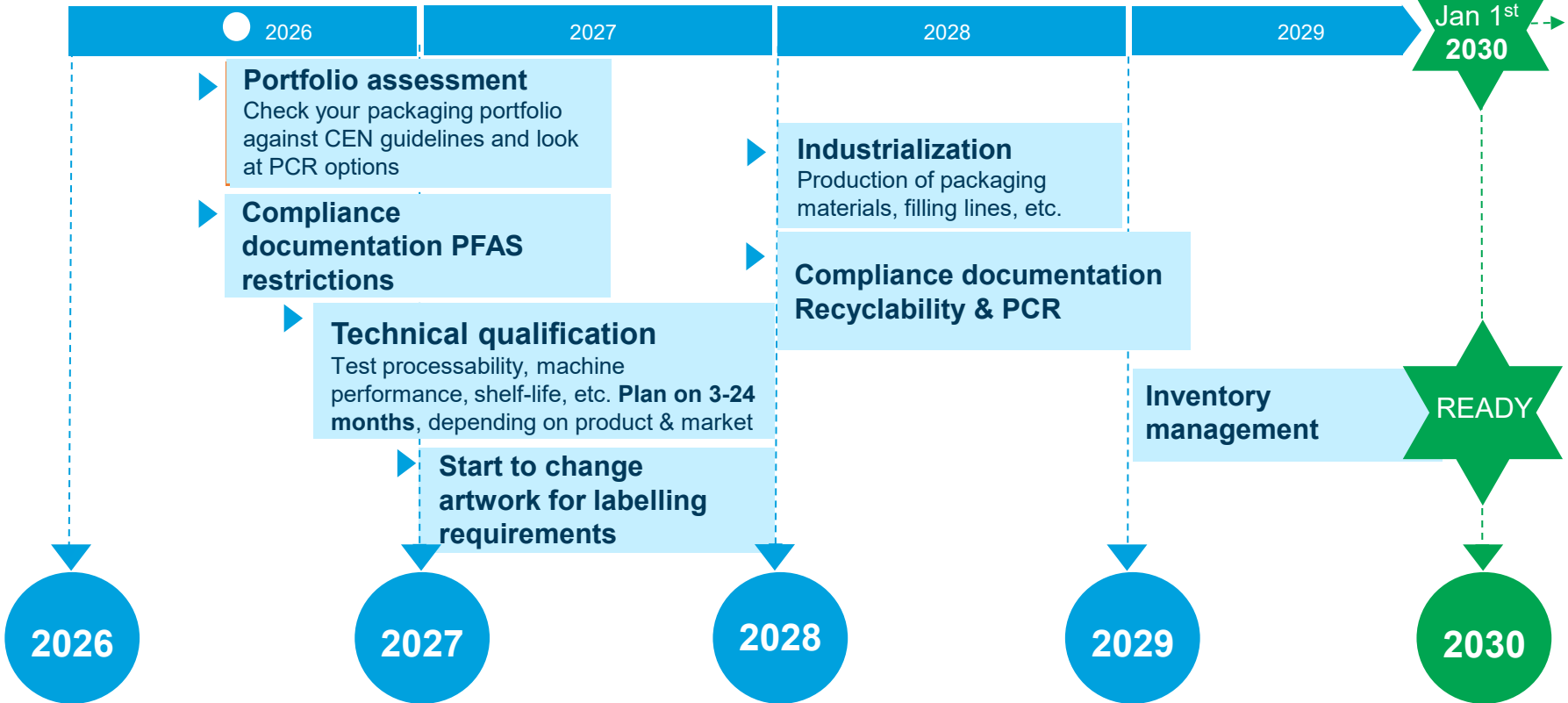
ppm = parts per million

PPWR = Packaging & Packaging Waste Regulation

TCO = Total Cost of Ownership

PPWR-readiness roadmap* for brand owners

We are here



*Sample roadmap, will depend on specific applications

A quick review // What is the PPWR?

- ▶ The Packaging & Packaging Waste Regulation (PPWR) is **European Union legislation that applies to all packaging** (not just plastics)
- ▶ Aims to minimize packaging waste and increase **circularity** of packaging



- ▶ It applies **throughout the European Union for all packaged goods**, including imports
- ▶ Creates a **model for other regions**

Main PPWR requirements for packaging

- ✓ All packaging must be **recyclable** by design and recycled at scale
- ✓ EPR will be **eco-modulated**, based on recyclability
- ✓ New packaging **minimization** requirements
- ✓ Plastic packaging must use a minimum percentage of **Post-Consumer Recycled (PCR)** content



- ✓ **Bans** on certain single use plastic packaging
- ✓ **PFAS restrictions**
- ✓ New approach to **compostability**
- ✓ **Reuse** targets
- ✓ **New labelling requirements**

Food packaging through the lens of PPWR



What to prepare for now?



Required from **August 2026**

▶ **PFAS level** must be less than 50 parts per million (ppm)

▶ **Heavy metal level** must be less than 100 ppm

August
2026

Required from **August 2028**

▶ **EU-harmonized pictogram** on-pack graphic indicating the material composition and correct **disposal route for consumers**

August
2028

Required from **January 2030**

▶ **Recyclability performance** grade of A, B or C (lower than C not allowed)

▶ Contains at least **10% PCR** materials by weight (for plastic)

▶ Packaging **minimization**

Changes from January 2030

▶ EPR fee calculations will factor in recyclability grades (A, B, C) in all EU member states.

January
2030

Beauty packaging through the lens of PPWR



What to prepare for now?



Required from **August 2026**

▶ **Heavy metal level** must be less than 100 ppm

August
2026

Required from **August 2028**

▶ **EU-harmonized pictogram** on-pack graphic indicating the material composition and correct **disposal route for consumers**

August
2028

Required from **January 2030**

▶ **Recyclability performance** grade of A, B or C (lower than C not allowed)

▶ Contains at least **10% PCR*** materials by weight (for plastic)

▶ Packaging **minimization**

Changes from January 2030

▶ EPR fee calculations will factor in recyclability grades (A, B, C) in all EU member states.

January
2030

*Packaging for most beauty products and personal hygiene products falls under “contact-sensitive”.

Other non-food packaging through the lens of PPWR



What to prepare for now?



Required from **August 2026**

▶ **Heavy metal level** must be less than 100 ppm

▶
August 2026

Required from **August 2028**

▶ **EU-harmonized pictogram** on-pack graphic indicating the material composition and correct **disposal route for consumers**

▶
August 2028

Required from **January 2030**

▶ **Recyclability performance** grade of A, B or C (lower than C not allowed)

▶ Contains at least **35% PCR*** materials by weight (for plastic)

▶ Packaging **minimization**

Changes from January 2030

▶ EPR fee calculations will factor in recyclability grades (A, B, C) in all EU member states.

▶
January 2030

*Some non-food packaging is still considered “contact-sensitive” (e.g. personal hygiene products).
If your pack falls under “contact-sensitive”, the PCR minimum is instead 10%.

Healthcare* packaging through the lens of PPWR



What to prepare for now?



Required from **August 2026**

▶ **Heavy metal level** must be less than 100 ppm

August
2026

Required from **August 2028**

▶ **EU-harmonized pictogram** on-pack graphic indicating the material composition and correct **disposal route** for consumers

August
2028

Required from **January 2030**

▶ **Recyclability performance:** **exempted** – to be reviewed in 2035

▶ **Recycled content:** **exempted**

▶ **Packaging minimization**

Changes from January 2030

▶ EPR fee calculations will factor in recyclability grades (A, B, C) in all EU member states.

Depends country to country whether Healthcare packaging is included.

January
2030

Logistics & Shipping packaging through the lens of PPWR



What to prepare for now?



Required from **August 2026**

Heavy metal level must be less than 100 ppm

August
2026

Required from **January 2030**

▶ **Recyclability performance** grade of A, B or C (lower than C not allowed)

▶ Contains at least **35% PCR** materials by weight (for plastic)

▶ At least **40% must be reusable**, including pallet wraps and straps

▶ Packaging **minimization**

Changes from **January 2030**

▶ EPR fee calculations will factor in recyclability grades (A, B, C) in all EU member states.

January
2030

You asked



What are the brand owners' and
retailers' obligations under the
PPWR?

Brand Owner (the filler) obligations under PPWR

Role

as MANUFACTURER

When this role applies

Natural / legal person who has packaging (or a packaged product) designed or manufactured under its own name or trademark

as PRODUCER

Any manufacturer, importer or distributor who makes packaging or packaged products available for the first time in the EU country where it is present or directly to end users in another EU country

Core obligations

Ensure packaging complies with PPWR sustainability rules, including:

- **Recyclability** requirements
- **Recycled content** targets
- **Substances** restrictions
- **Labelling** requirements
- Packaging **minimisation**
(incl. 50% empty space rule for grouped/e-commerce packaging)
- **Reuse** or **compostability** rules where applicable
- Produces Declaration of Conformity (DoC)

Extended Producer Responsibility (EPR) Register in national producer registers

- Report quantities of packaging placed on the market
- Pay EPR fees to finance waste collection, sorting, recycling and treatment

Retailer obligations under PPWR

Role

as **DISTRIBUTOR**

When this role applies

Sells packaged products produced by other companies and does not modify the packaging

Core obligations

- Ensure packaging sold complies with PPWR requirements (Arts. 5–12)
- Check packaging carries required labels and identification information
- Ensure non-compliant packaging is not sold (withdrawn or recalled if necessary)
- Ensure that at least 10% of alcoholic and non-alcoholic beverages* in primary packaging are available in reusable packaging

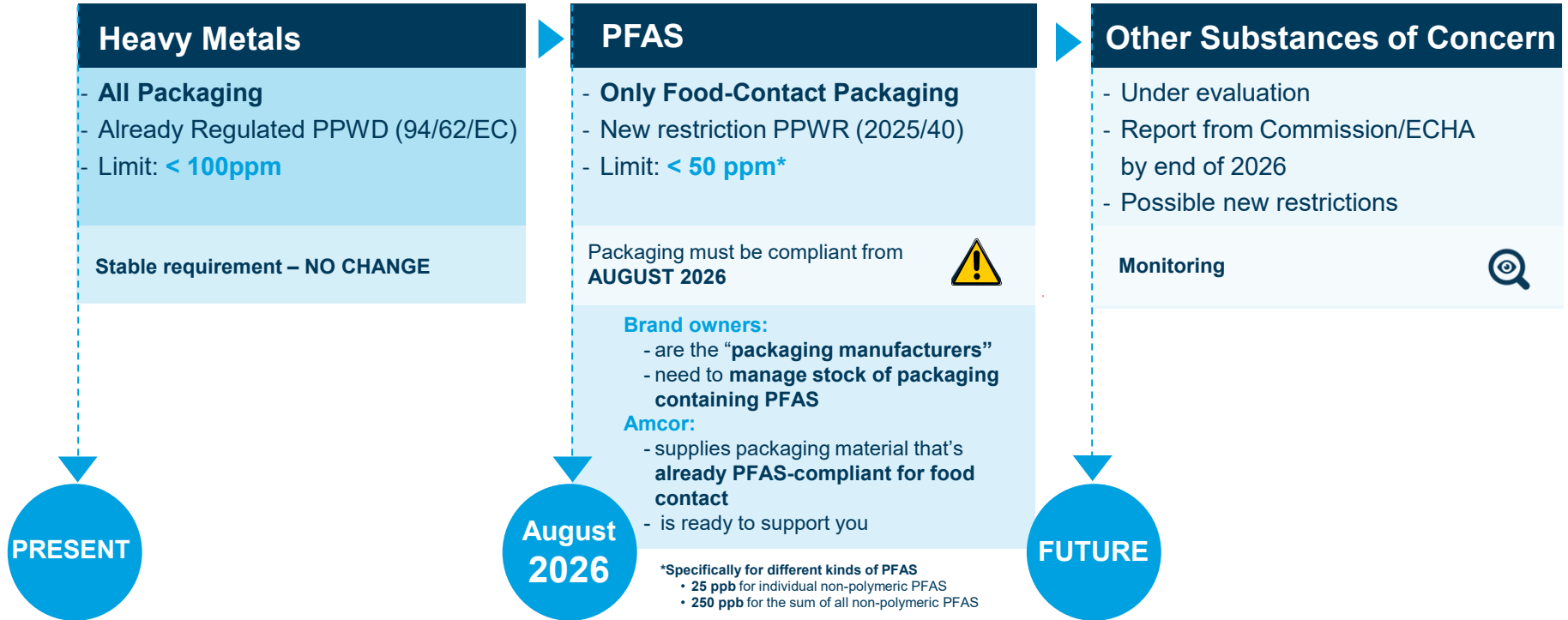
*Highly perishable beverages, milk-based beverages and products, spirits, (aromatized) wines, certain grapewine products and beverages similar to wines are exempted.

You asked



What are the PFAS limits coming into force in August 2026?

Requirements for substances (Article 5)

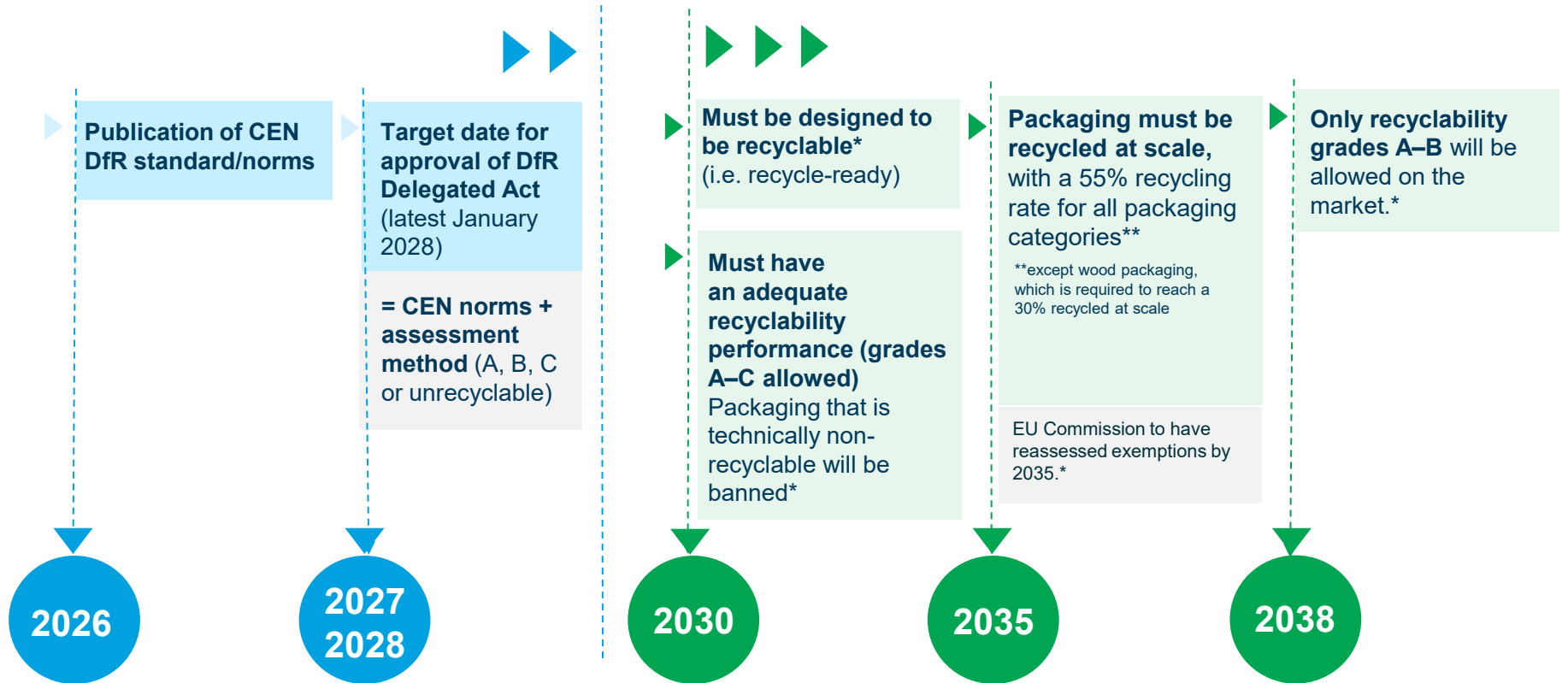


You asked



Where do we stand with PPWR requirements for design for recycling?

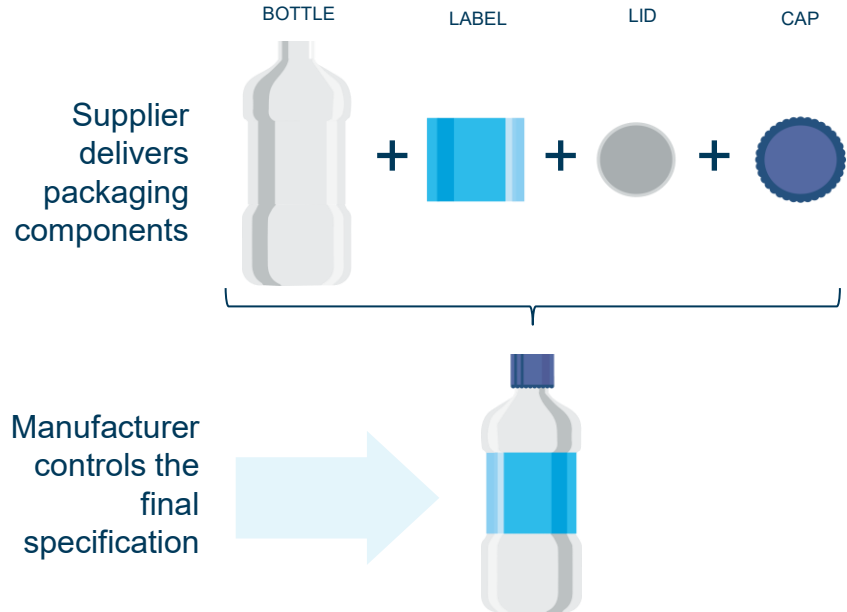
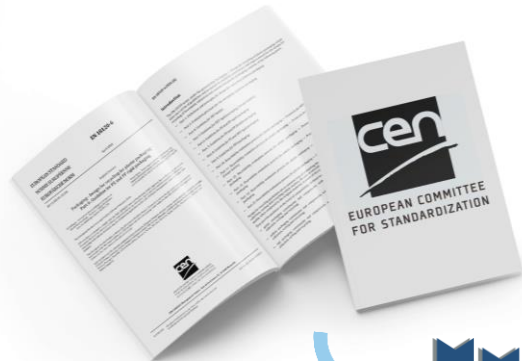
Design for Recycling (DfR) requirements



CEN provides standardized Design for Recycling (DfR) guidelines

▶ The **CEN Guidelines** for design for recycling are now the reference for PPWR

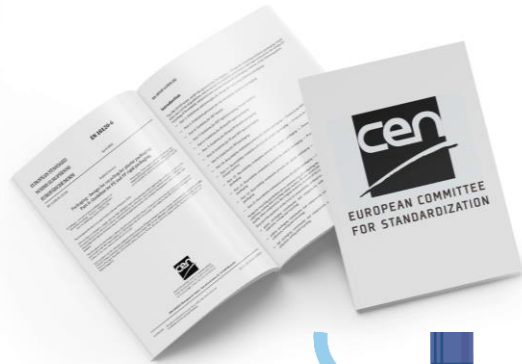
▶ The **Main Component** is important for choosing the correct Design for Recycling Guideline



CEN provides standardized Design for Recycling (DfR) guidelines

- ▶ **The CEN Guidelines** apply to the final pack

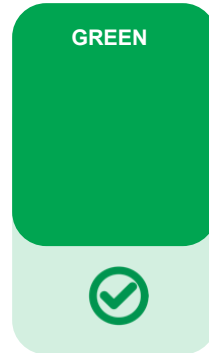
- ▶ Components and constituents in the packaging – such as material, barrier coatings, pigments, adhesives, inks, etc. – will fall into one of three categories.



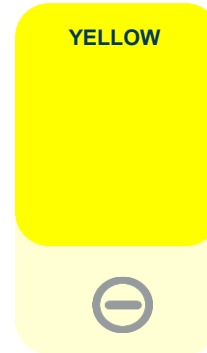
DfR requirements are for the completed packaging in its final form



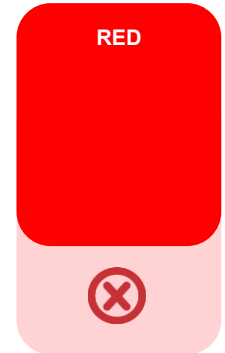
**FULL
COMPATIBILITY**



**LIMITED
COMPATIBILITY**



**NOT
COMPATIBLE**



CEN standards will lead to Recyclability Performance Grades

STEP 1

Publish CEN Design for Recycling tables

	FULL COMPABILITY	LIMITED COMPABILITY	NOT COMPATIBLE
Material Composition	Green	Yellow	Red
Barriers, Barrier coating	Green	Yellow	Red
Inks, lacquers, varnishes, coating and ink blinders	Green	Yellow	Red
Adhesives	Green	Yellow	Red

2026

Final and published for Plastic Packaging (EN 18120 1-7)
Paper and Aluminium to come later in 2026

STEP 2

Determine how the recyclability score will be calculated



Algorithm
(to be announced)

January 2028

Algorithm to be published latest by January 2028

STEP 3

Score will translate into a Recyclability Performance Grade

Score	Grade	Accepted on EU market from 2030	Accepted on EU market from 2038
≥ 95%	A	✓	✓
≥ 80%	B	✓	✓
≥ 70%	C	✓	✗
< 70%	D	✗	✗

January 2030

Recyclability Performance Grade and market acceptance come into force January 2030

You asked



Where do we stand with requirements for PCR integration?

Plastic packaging must use a minimum percentage of **Post-Consumer Recycled (PCR)** content

RECYCLED CONTENT

Mandated

- **Mandatory minimum % of PCR content in any plastic part of packaging**
- **PCR materials should come from waste collected and recycled in the EU, or imported into the EU** from processes with similar environmental performance to EU standards.

In development

- Exact calculation method of recycled content
- Clarification of mass balance for chemically recycled content
- Equivalence rules for PCR collected and recycled outside the EU
- **All due by December 2026**

Take action today

- **Integrate PCR plastics**
- Ensure that you will have access to **sufficient supply of PCR material**
- Use of PCR may already **reduce EPR fees** in some countries

Mandatory minimum % of PCR content in any plastic part of packaging*

Per packaging type and format, calculated as an average per manufacturing plant and year



	2030	2040
Contact-sensitive** packaging made from plastic materials (excluding PET bottles)	≥ 10%	≥ 25%
Non-contact sensitive plastic packaging	≥ 35%	≥ 65%
Single-use plastic beverage bottles	≥ 30%	≥ 65%
Contact-sensitive packaging made from PET (excluding single-use PET bottles)	≥ 30%	≥ 50%
Exemptions from PCR requirements		
<ul style="list-style-type: none"> • Any plastic part that accounts for less than 5% of the packaging unit by weight • Compostable plastic packaging • Pharma and medical device packaging • Plastic packaging for baby food, infant food • Packaging used for the transport of dangerous goods 		

*PPWR does not clarify what is a plastic part of packaging – additional EU interpretation for businesses will be needed

**Contact-sensitive packaging for food, animal feed, food supplements, pharma & veterinary products, medical device & in-vitro diagnostics packaging, cosmetics

You asked

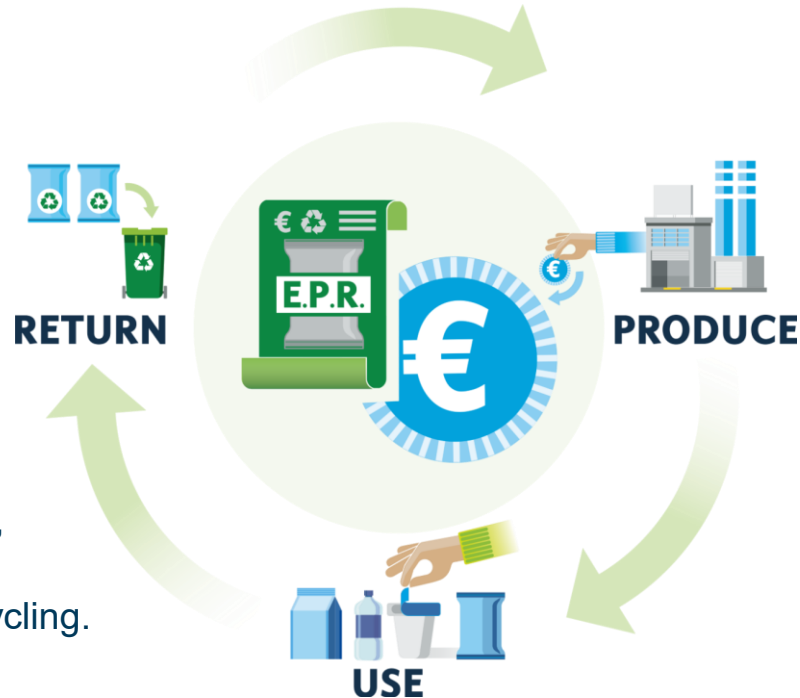


Will my EPR fees change?

What is Extended Producer Responsibility (EPR)?

- ▶ System through which the brand owners take financial responsibility for the end-of-life management of their used products and packaging.

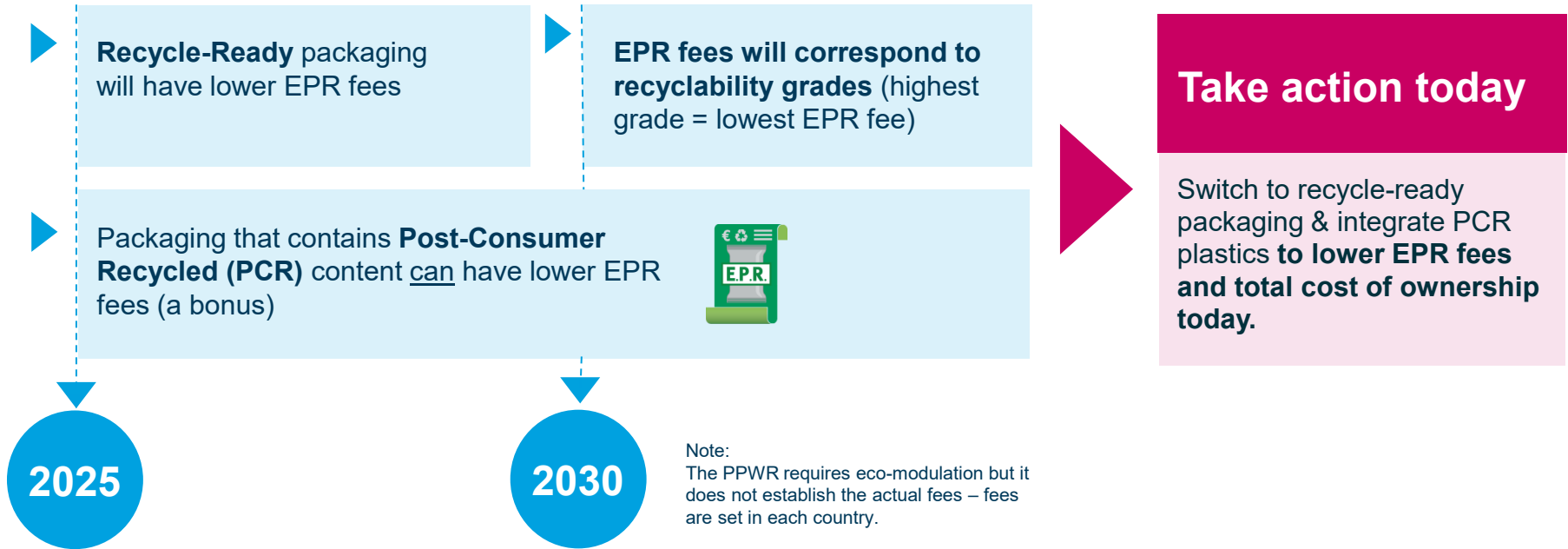
- ▶ EPR fees are paid by the Producers (brand owners), to cover the net costs for collection, sorting and recycling.



- ▶ The EPR fee is a cost for the brand owner and therefore part of the Total Cost of Ownership.

- ▶ Reminder: **EPR fees are not (plastic) taxes**

Under PPWR, more sustainable packaging will be rewarded with lower EPR fees vs. non-recyclable packaging



What's the opportunity? Pouches today

Application:
Food and non-food

 Example for Belgium today



SHIFTING FROM:

Standard non-recyclable pouch

BEFORE

Non-Recyclable Pouch



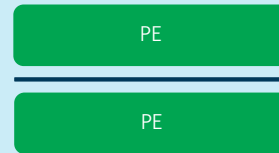
EPR 15.8€ / 100m²

SHIFTING TO:

Amcor AmPrima[®] recycle-ready pouch

AFTER

Recycle-ready Pouch



EPR 7.4€ / 100m²

Benefits

- The recycle-ready mono-PE pouch leads to the lower “flexible PE” fee
- Despite higher grammage, lower total EPR contribution
- For 1 million m² this leads to **~80,000 € savings**
- Equates to Total Cost of Ownership savings

What's the opportunity? Rigids today

Application:
Beauty

SHIFTING FROM:

Glass bottle

SHIFTING TO:

Amcor Icon PE+PET



Example
for European
countries

BEFORE



AFTER



EPR fees per 1,000 units*

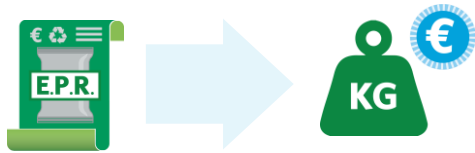
Country	Fees for Glass + PP	Fees for Icon PE + PET	With 30% PCR	With 100% PCR	Possible Savings
FRANCE	15.50€	14.60€	-3.19€**	-10.65€**	11.55€
GERMANY	25.40€	22.90€			2.50€
ITALY	13.50€	8.10€			5.40€

*assuming same Weight as PET which needs to be confirmed
















**Qualified PCR

*For illustration only, eligibility conditions to be studied for your spec as per R&D recommendation. Based on 2026 EPR fees.
Warning: Some other countries may have a reverse picture.

Some countries' EPR systems already offer **financial incentives for PCR and Recycle-Ready packaging**



The incentives are lower EPR fees in €/metric tonne.
The weight of the package is a critical lever.
 Check your specific case.

	 Belgium	 France	 Netherlands	 Spain	 Czech	 Sweden
EPR Bonus for Recycle-Ready*		PARTIAL			PARTIAL	
EPR Bonus for Recycled Content	PARTIAL (industrial only)					

* For flexible packaging, there may be different incentives for recycle-ready packaging vs. multi-plastics (PET/PE) and recycle-ready packaging vs. composites (PET/Alu/PP)

You asked



What are the labelling requirements for packaging?

On-pack pictograms & labelling requirements (Article 12)

Mandated

- As of 12 August 2026, brands must specify if a claim relates to the entire pack or only components
- Claims possible only if above legal requirements
- No "recyclable" claims as of 2030

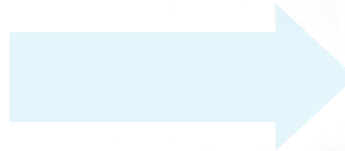
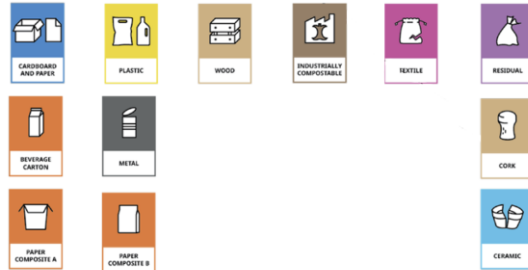
In development

- Various other labels for August 2028, such as:
 - Pictograms for sorting of packaging waste
 - Industrial compostability
 - Reusable packaging
 - Deposit return scheme
 - PCR (voluntary)
 - Bio-plastic (voluntary)

Take action today

- Get ready for 2026 – ensure claims specify whether they are for entire pack or only components

Examples of **draft** consumer sorting pictograms:



You asked



Can we get ready in time with
PPWR-ready packaging solutions?

Amcor offers PPWR-Ready solutions today

Flexible Packaging

1. We have **PFAS-Compliant** solutions ready for food packaging.

2. We have **Recycle-Ready** products available across applications and materials (paper, plastic and aluminium).

3. We offer **Post-Consumer Recycled (PCR)** material for both food and non-food applications



AmFiber™ Paper
Paper-based options that cover high barrier to low barrier. Pouches and wraps, trays, plus folding cartons.



AmPrima® Recycle-Ready Solutions
Mono-PE and mono-PP solutions that cover high barrier to low barrier for food, coffee, beauty, dry pet food, and more.



PrimeSeal™ and DairySeal™
Solutions for meat, seafood and dairy products.



AmLite Heatflex Recycle-Ready
Mono-PP material for retort (high heat) applications such as wet pet food and ready meals. Pouches, sachets and tray lidding.



Bontite and Stretch Films
Pallet protection that's more sustainable.

Amcor offers PPWR-Ready solutions today

Rigid Packaging

1. We already have **PFAS-Compliant** solutions ready for food packaging.

2. We have **Recyclable** products available now across applications.

3. We offer **Post-Consumer Recycled (PCR)** material for both food and non-food applications.



Magic One airless dispenser
lightweight, mono material and recycle-ready, high restitution rate, PCR optional



Booster-S spray trigger
100% made of plastic by incorporating a plastic spring. Available with up to 50% PCR.



ClariPPil
Clarified PP jar that's recyclable and an alternative to PET jars



Modena Flip Top closure
lightweight, non-lose-able, tamper evident band ensuring no disposable parts are lost in the waste stream



UniPak 1kg container
Lightweight, 31.6g at standard material for the pot and lid, without compromising performance and durability.

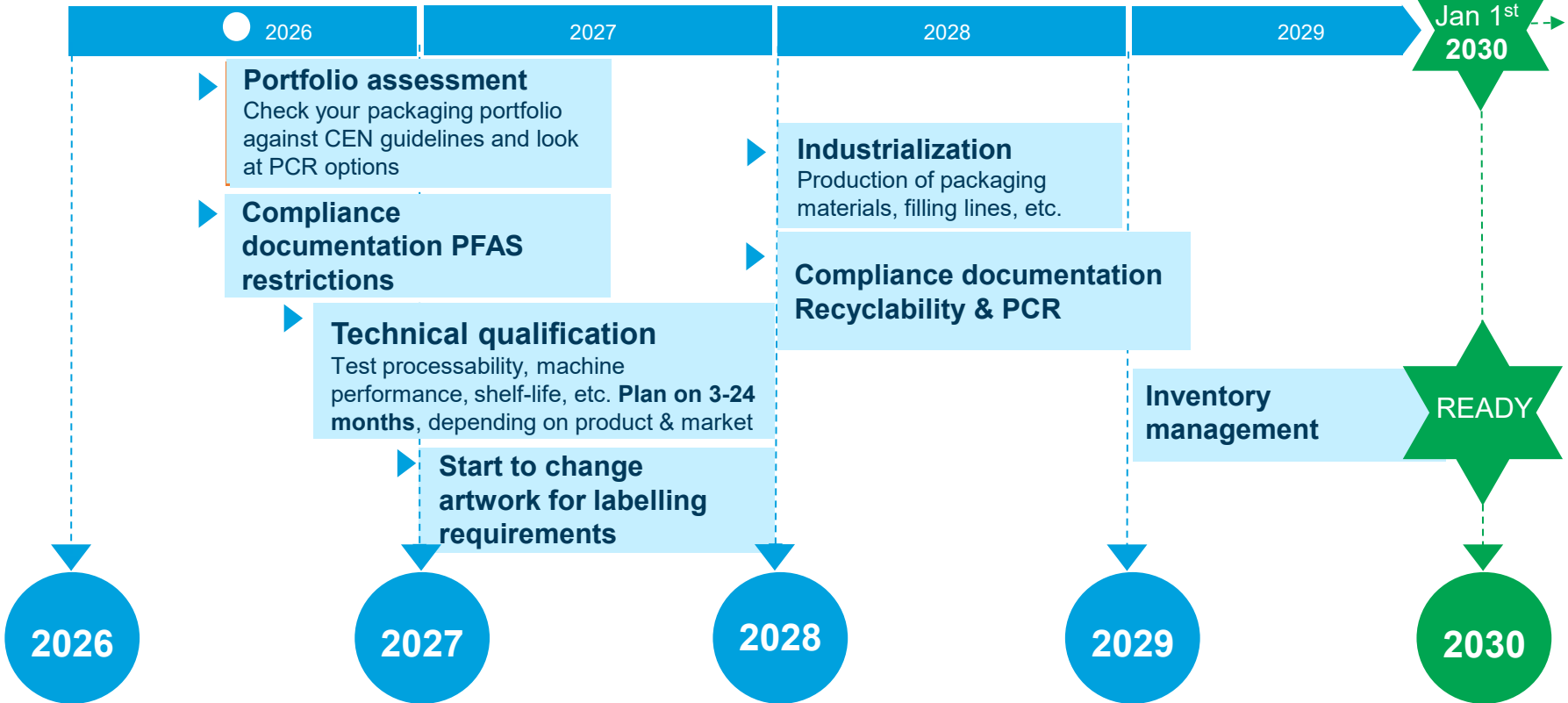
You asked



Most requirements apply from January 2030. When do I need to change my packaging?

PPWR-readiness roadmap* for brand owners

We are here





Thank you!

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hosted by Amcor

