

Packaging and Packaging Waste Regulation (PPWR): What It Means for Samuel Grant Packaging Customers



Let us review your packaging for EU markets to identify risks, improve efficiency and keep you aligned with PPWR requirements.

A practical guide to EU packaging rules from August 2026

What is PPWR?

PPWR is the EU's packaging regulation, with key requirements coming into force from 12 August 2026.

It affects UK businesses supplying goods into the EU, including the packaging used to protect and transport them.

Who Does PPWR Affect?

Applies to:

- Exporters to the EU
- Businesses in EU supply chains
- Manufacturers, retailers, logistics providers

Direct impact:

- Exporting to EU markets
- Supplying EU customers

Indirect impact:

- Supply chain requirements
- Customer expectations

What Do You Need to Be Reviewing?

- EU exposure
- Packaging material use
- Packaging data availability
- Recyclability of materials
- Opportunities to reduce packaging



We'll assess your packaging, spot risks early and help you stay on the right side of PPWR.

How Will PPWR Impact Your Business?

- Packaging redesign requirements
- Increased data and reporting
- Multiple EU EPR schemes
- Material availability pressure
- Increased customer scrutiny



Important:

PPWR and UK EPR are separate regimes, but both are pushing businesses towards better packaging data, improved recyclability and reduced waste.



Early review helps avoid costly last-minute redesigns.

Why Is This Important for You?

We can support you with:

- Identifying at-risk packaging
- Improving recyclability
- Reducing material use
- Preparing for EU requirements

What Happens If You Don't Comply?

Non-compliant packaging may:

- Be rejected at EU borders
- Result in fines or enforcement
- Disrupt supply chains

Further Support

For more information, visit the [Department for Business and Trade guidance](#). For tailored advice, speak to your Samuel Grant Packaging account manager.



**Your partner in sustainable
packaging and regulatory
compliance.**



Let us carry out a packaging audit to identify opportunities to reduce material usage and streamline your operations, saving you both time and money.

For more information and relevant links, visit the dedicated PPWR page on the Samuel Grant website.

