



The PPWR: what it means for your business

The Packaging and Packaging Waste Regulation (PPWR) is new EU legislation reshaping how packaging is designed, used, and recycled across Europe. It affects every company in the EU supply chain that uses packaging, including yours. PPWR covers a wide range of packaging types. In this overview, we focus on what it means for transport packaging.

To comply with the PPWR, organisations must focus on several key areas:

1

Reducing packaging waste:

Minimise empty space and restrict unnecessary packaging elements. Efficient design and space optimisation during transport are essential.

2

Promoting reuse:

Achieve ambitious reuse targets for transport packaging. By 2030, 40% of your transport packaging must be reusable, and by 2040, this target increases to 70%.*

3

Recyclability requirements:

Ensure that transport packaging is designed for recyclability, minimising composite materials, facilitating easy disassembly, and decreasing the use of virgin materials, to put the sector on track for climate neutrality by 2050.

LPR's PPWR-proof solutions

*LPR's pallet pooling solutions are designed to help you meet the PPWR requirements seamlessly.** Our reusable pallets:*



Reduce waste & empty space



Support reuse targets



Are designed for circularity



Simplify compliance reporting

*Exemptions apply

**Obligations under the PPWR depend on the role of each economic operator. While LPR supports customers through reusable packaging systems, packaging data and compliance information, customers remain responsible for assessing and fulfilling their own regulatory obligations.

*The direction is clear: less waste, more reuse and more circularity.
Businesses that invest in reusable packaging today are better prepared for the future.*



Added benefits of going reusable



Choosing LPR as your partner for reusable transport solutions doesn't just help you prepare for the PPWR. Have you thought about these added benefits?



Cost optimisation

Renting our reusable transport packaging can be more cost-effective than buying your own pallets.



Operational efficiency

Our reusable transport packaging solutions integrate seamlessly into your existing supply chains, improving logistics and reducing product damage.



Sustainability

Enhance your brand image, minimise your environmental impact with durable, reusable transport packaging and reduce your Scope 3 emissions.



Future-proofing

Stay ahead of future regulations and meet growing customer demand for sustainable solutions.



Customised solutions

Benefit from comprehensive support to integrate reusables into your operations.

Get in contact

We're committed to helping your company navigate the PPWR and its requirements with ease. Let's create circular progress together and work towards a more sustainable future.

Ready to rethink your supply chain? Get in touch.
<https://www.lpreu/contact-us-form/>

Note: the information provided in this document is based on our current understanding of the legislation as of August 2026, and is focusing on transport packaging only. The PPWR will evolve with the secondary legislation under development until 2026. This document is intended for general informational purposes only. Please seek professional legal advice to ensure compliance with the PPWR and all applicable regulations. Click on [this link](#) for the latest updates and official guidance.