

CUSTOMER ADVISORY

EU Packaging and Packaging Waste Regulation (PPWR)
26 JUNE 2026



KWE
Global Logistics Partner

The European Union's [Packaging and Packaging Waste Regulation](#) (PPWR) will generally apply beginning **August 12, 2026**, establishing new requirements for packaging placed on the EU market. The regulation covers the full packaging lifecycle, including design, composition, recyclability, reuse, and waste management.

The primary responsibility for compliance rests with manufacturers and importers of record (IORs). Under the PPWR, **non-compliant products may be prevented from being placed on the EU market.**

Businesses shipping products to the EU are advised to review applicable packaging requirements and audit packaging information at the SKU (Stock Keeping Unit) level to ensure material data is available for regulatory requests.

KWE will continue to monitor developments as additional implementation guidance becomes available. For questions regarding shipments into the European Union or the potential impact of this regulation, please contact your local KWE representative.



A member of the **KWE** Group

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