



Q: What is the EU Packaging and Packaging Waste Regulation (PPWR), and what do I need to know as a business in the European Union (EU)?

A: The EU Packaging and Packaging Waste Regulation (PPWR), which applies effective August 12, 2026, establishes a harmonized legal framework for packaging and packaging waste across the European Union, with a goal to reduce its environmental impact. The PPWR applies to all packaging placed on the EU market, whether it's produced in the EU or imported from third countries, and to all packaging waste generated within the EU.

If your business imports packaged goods from third-countries or ships packaged goods within the EU, whether domestically or cross-border, you will be impacted by this regulation. You should assess which obligations the PPWR places on your business.

Generally, an EU based business importing packaged goods from outside the EU must verify that the packaging meets PPWR compliance obligations and review your business' role and responsibilities under PPWR. Depending on your role in the packaging (waste) supply chain, you might have EPR obligations for the packaging waste, including EPR registration, financing waste management and annual reporting. EU businesses shipping within the EU must also ensure packaging compliance, with specific obligations dependent on whether generic or own branded packaging is used.

While the PPWR is already effective, penalties for non-compliance will be defined and enforced as of February 12, 2027.

For UPS supplied packaging, UPS will ensure compliance with its obligations under the PPWR. Customers are responsible for ensuring that they fulfill any regulatory obligations placed on their business.

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