



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

A: The EU Packaging and Packaging Waste Regulation (PPWR), which applies since 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 produced within the EU or imported from third countries, and to all packaging waste generated within the EU.

For exporters shipping to the EU, the PPWR means you should evaluate your packaging to ensure it meets applicable EU requirements and review your business' role and responsibilities under PPWR. Depending on your role in the packaging (waste) supply chain, you may need to provide and maintain packaging documentation, verify compliance of your suppliers, support compliance reporting or even finance package waste management.

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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