

SmartRetur

Are you all set for
PPWR?

What to expect
and when



SmartRetur is here to help you comprehend the PPWR

What is the PPWR?

The EU's new Packaging and Packaging Waste Regulation (PPWR) is set to transform how businesses across Europe design, use, and manage packaging. The regulation aims to reduce packaging waste, boost reuse and recycling rates, and accelerate the shift to a circular economy.

When does it apply?

The new regulation – which went into force in February 2025 and applies across the EU from August 2026 – will impact transport packaging, setting clear targets for reuse, recycled content, and recyclability.

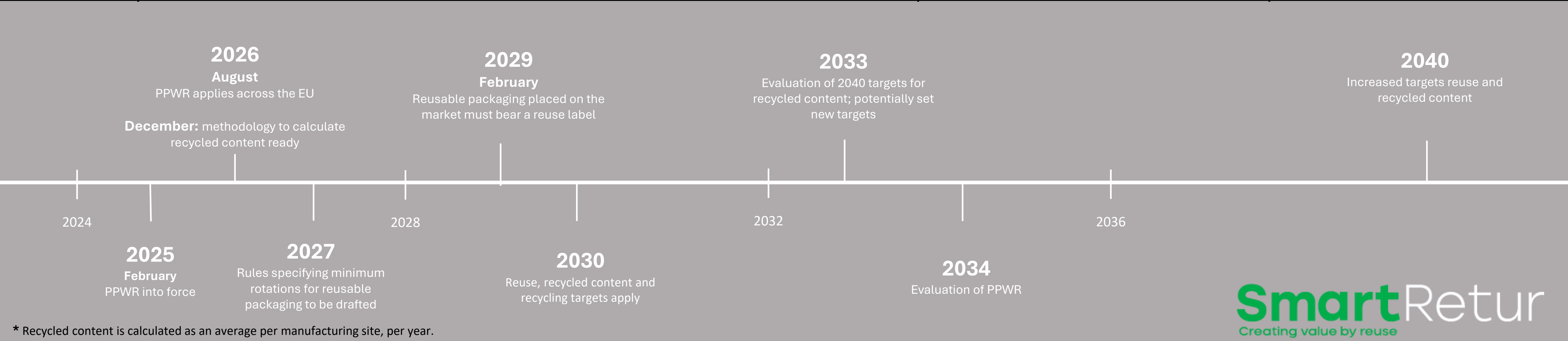
What is in scope?

Under the PPWR, transport packaging includes pallets, foldable plastic boxes, trays, plastic crates, intermediate bulk containers, pails, drums, canisters of all sizes and materials (including flexible formats), and pallet wrappings or straps



Key targets and timeline for reuse, recyclability, recycled content and labelling

	Reuse	Recyclibility	Recycled content *	Labelling
2030	<p>All transport packaging must be 40% reusable and participate in a reuse system</p> <p>All transport packaging (B2B) within one member state or between sites of the same company in different member states must be 100% reusable</p>	<p>ALL packaging must be recyclable</p> <p>< 70 % recyclable (weight/u) 2030</p> <p>< 80 % recyclable 2038</p>	<div><div>Non-PET contact-sensitive plastic packaging :</div><div>10 %</div></div> <div><div>All other plastic packaging:</div><div>35 %</div></div>	<p>Packaging must be labelled w/ material composition, reusability and recycled content, physically or via digital carrier by 2029.</p>
2040	<p>70% reusable</p>	<p>ALL packaging must be recyclable</p> <p>< 80 % recyclable (weight/u)</p>	<div><div>25 %</div><div>65 %</div></div>	



* Recycled content is calculated as an average per manufacturing site, per year.

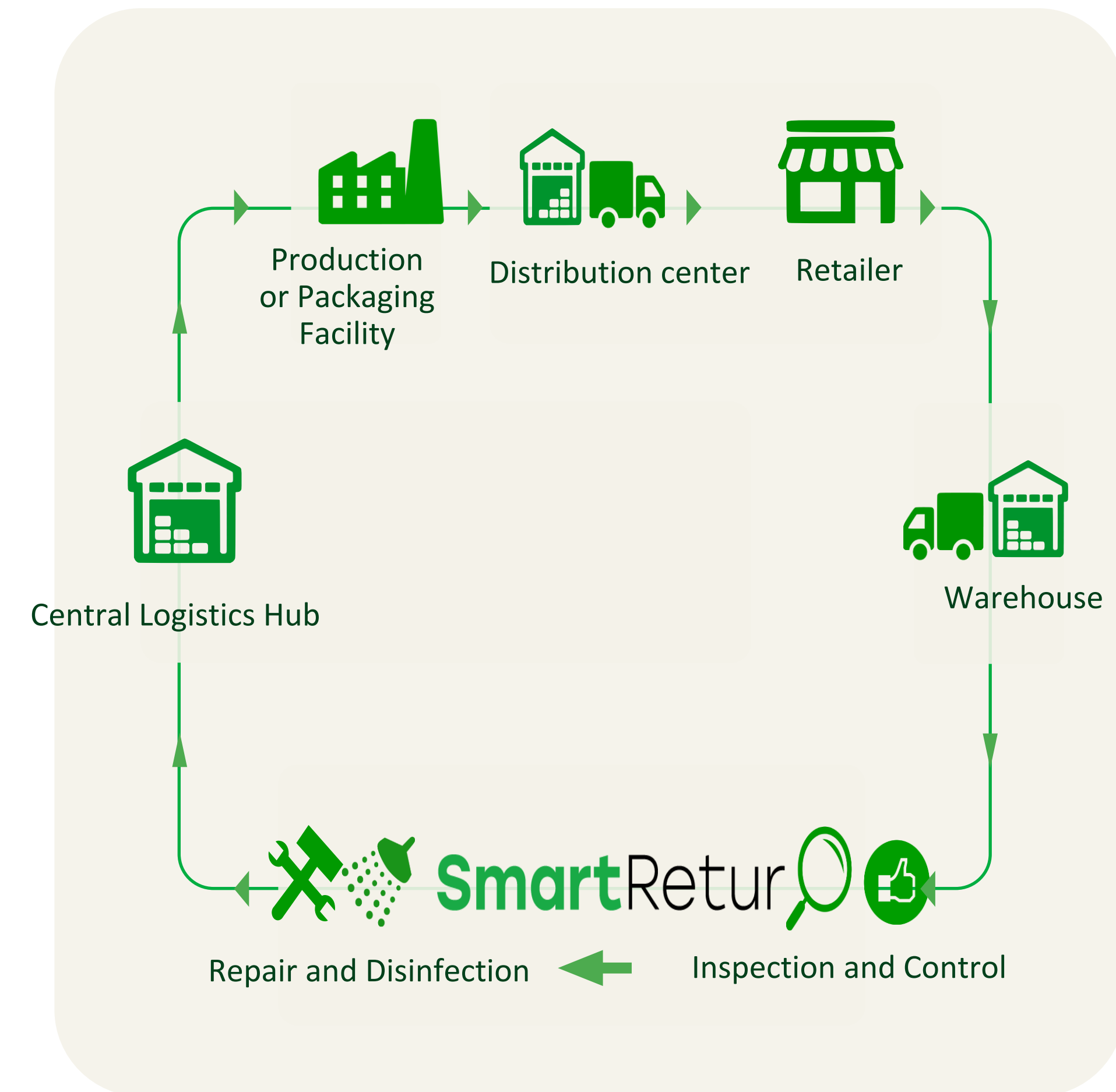
SmartRetur's solution to reach the PPWR targets

SmartRetur specialises in circular solutions for pallets and transport packaging management. We help your business transition from single-use pallets to reusable systems in line with PPWR.

Switching to reusable pallets within SmartRetur's circular system, you can:

- Reduce packaging *waste*, costs, and emissions throughout the supply chain
- Ensure packaging meets design requirements for reuse and recycling. With a life span of over 200 rotations for our plastic pallets and a minimum of 24 rotations for EUR-pallets they exceed by far PPWRs reuse target. You get a reliable and future-proof system.
- *Collect, repair, and reuse* pallets through our Nordic network
- Access live data on reuse rate, CO₂ reduction etc., making report requirements easier
- *Labelling*: Wooden pallets in an open loop system such as SmartRetur's, is exempt the requirements of labelling and is therefor compliant as is. Our plastic pallets in a closed loop system, already carry a harmonized label through RFID and covers the requirements on labelling for 2029.

With a reuse rate of over 98%, we help you meet the 40% reuse target by 2030 and 70% by 2040 – while strengthening your supply chain and cutting costs.





Benefits of becoming reusable and comply with the PPWR

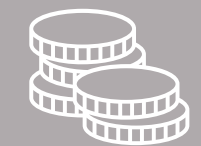
This isn't just a compliance obligation – it's an opportunity to future-proof your business and contribute to a circular economy by reducing waste and use of resources and improve operational efficiency.

Fulfilling the requirements in the PPWR gives several benefits, such as;



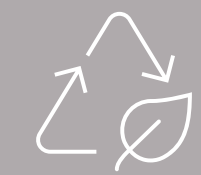
Operational optimisation

Our system integrates into your existing supply chain, improving logistics and efficiency, reducing loss of pallets.



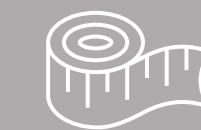
Reducing costs

Renting our reusable plastic pallets are more cost efficient in the long term rather than owning your own pallets.



Sustainability

Improve brand image, reduce your environmental footprint



Customised for your needs

We are ready to support your needs to integrate reusable pallets into your value chain.



Prepared for the future

Updated with future regulations and in line with customer and stakeholders demands for sustainable solutions. Avoid future fines and sanctions.



Get in touch

PPWR will impact your transport packaging choices in the years ahead. With SmartRetur as your partner, you can ensure your business is PPWR-ready, and benefit from increased efficiency, a lower environmental footprint, and a circular business model.



Petri
CEO Finland
+35 8405196380
petri.toivanen@smartretur.fi
Finland



Fredrik Strandberg
Sales Director - Norway
+47 969 24 744
fredrik@smartretur.no
Norway



Stine Bøgelund Kristensen
Sales Executive Denmark
+45 4064 3228
stine@smartretur.dk
Denmark



Martin Malmros
Sales Director
+46 705 59 5675
martin.malmros@smartretur.se
Sweden



Stine L. Alvestad
Head of Sustainability
+47 95 90 40 97
Stine@smartretur.no
Norway



Tom Romanich
Innovation & Pooling Director
+47 97 70 98 88
Tom.romanich@smartretur.no
Norway

Note: The information in this document reflects SmartRetur’s understanding of the PPWR as of June 2025, with a focus on transport packaging and pallets. Please note that the regulation is still under development, with further details expected through secondary legislation by 2026.
This material is provided for informational purposes only and should not be considered legal advice.
We recommend consulting with legal or regulatory experts to ensure full compliance with PPWR and other applicable requirements.