

# The new Packaging Regulation

*The new Packaging Regulation entered into force on 11 February 2025 and defines packaging as independent products with their own marketability requirements. These requirements set new sustainability standards for packaging in the EU, which have cross-industry implications.*

## Specific sustainability requirements

In contrast to the predecessor regulation of the Packaging Directive, the Packaging Regulation imposes comprehensive sustainability requirements on packaging of all kinds and affects almost all sectors of the economy: In the future, packaging must be recyclable in order to enable material recycling and reduce packaging waste. The Packaging Regulation provides for staggered minimum recycled content targets in plastic packaging, and all packaging will further need to be limited to the necessary minimum from 1 January 2030. In addition, the proportion of substances of concern in packaging must be reduced to a minimum. The EU Commission regulates details, including recycling-oriented design, in delegated acts. Although the requirements of the Packaging Regulation will generally apply from 12 August 2026, individual sustainability requirements will only apply later.

## Labelling and QR code

In order to make it easier for consumers to sort packaging it must in future be labelled with EU-wide uniform pictograms on its material composition. Another major innovation of the Packaging Regulation stipulates that packaging must be provided with a digital data carrier, e.g., a QR code that contains, among other things, information on reusability and collection points for the packaging.

## Mandatory conformity assessment procedure

Economic operators also face new challenges in terms of compliance: In principle, packaging may only be placed on the market after its producers have checked the packaging for conformity with the sustainability and labelling requirements and the corresponding declaration of conformity and technical documentation have been issued.

## Extended producer responsibility

Under extended producer responsibility, packaging manufacturers will have to bear the costs of separate collection of packaging and its waste management treatment, among other things, to ensure that packaging is ideally recycled at the end of its life cycle.

## Next step: Contact us

We are happy to support you on your path to packaging compliance. We will be happy to explain the implementation measures to you. Contact us now without obligation.

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