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THE PULSE

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The Transformative Role of PPWR in Advancing Sustainability

MARIUS TENT
MONICA BATTISTELLA

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SUSTAINABLE LABELS
& PACKAGING

I'M SPEAKING AT
LABELEXPO EUROPE 2025

MARIUS TENT

PROJECT MANAGEMENT, CELAB

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MONICA BATTISTELLA

GROUP SUSTAINABILITY MANAGER,
TAGHLEEF INDUSTRIES

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Packaging Reinvented:
The PPWR's Power to Transform Markets and Mindsets

By Marius Tent
Cofounder ViaPackaging UG and 360PackMastery.com
Project Management partner CELAB - Europe

16.09.2025

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Content of the session

1. About us
2. PPWR transforming Markets and Mindset
3. Call to Action

About us

Via Packaging UG:

Turning 25+ Years of Corporate Intrapreneurship into Entrepreneurial Impact

1

Collaborating with European Consortiums on driving systemic change on Packaging Circularity

(CELAB-Europe Project management partner)

2

360PackMastery.com

An independent online Packaging insights platform,

born from of hands-on experience.

"Co-created by a Packaging Professional, for all Packaging Professionals."

3

Supporting organizations on their PPWR journey

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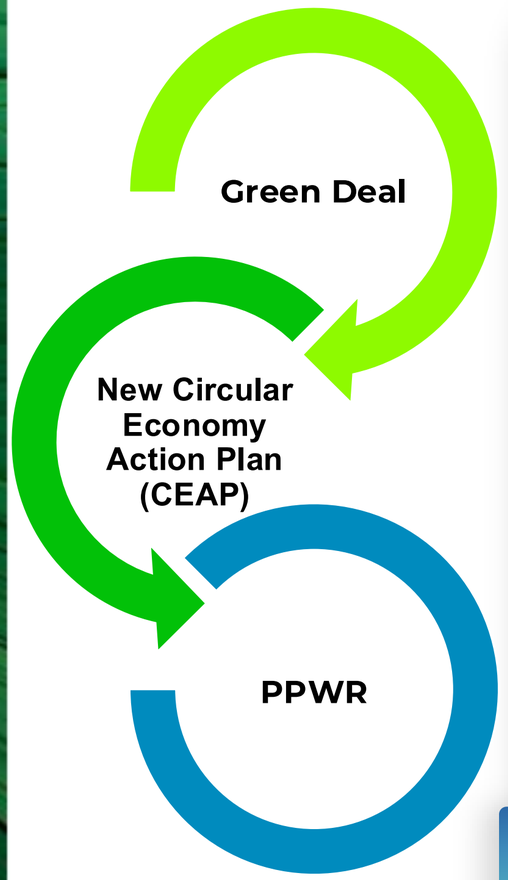
PPWR - Starting with the big picture



2019

🌱 European Green Deal (2019) - Set the stage for EU's sustainability transformation

2020

📦 Commits to reinforcing the essential requirements for packaging

📜 Led to the new Packaging and Packaging Waste Regulation PPWR – published under (EU) 2025/40

2025

The PPWR is a Regulation — No Longer Just a Directive

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Transforming role of PPWR: A broad Markets scope

360 PACKMASTERY & ViaPackaging

Whole Value Chain & Lifecycle accountability

- Producer
- Converter
- Components sup.
- Retailer
- HoReCa
- …

Applies to all packaging, not only Plastic

- HH Collection
- C&I
- B2C
- B2B

All Packaging and constituents

Impact to

- Whole EU27
- Including imports

Transforming role of PPWR: Multitude of Key requirements

1. Substances of Concern (SoC)
2. Recyclability
3. Recycled content
4. Reuse and Refill
5. Packaging Minimization
6. Extended Producer Responsibility (EPR)
7. Packaging Restrictions
8. Deposit and Return
9. Compostability & Biodegradability
10. Labelling

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Transforming role of PPWR: Substances of Concern (SoC)

360 PACKMASTERY & ViaPackaging

In market access condition

2025

PFAS* Ban in Food-Contact Packaging

➤ Prohibited from 12 August 2026 in food contact packaging (due to risks to human health and the environment)

2026

Heavy Metal Concentration Limits

➤ Lead, cadmium, mercury, and hexavalent chromium: combined ≤ 100 mg/kg

Restrictions expected to covered both, intentionally and non-intentionally added substances!

2033

*PFAS (polymeric) can be used as extrusion aids during the production of polyolefin films such as polyethylene (PE) and polypropylene (PP). They might also be present as wax components in certain inks and coatings.

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Transforming Markets: Recyclability

In market access condition

All Packaging placed on the EU market must simultaneously fulfill two key requirements in parallel:
1 - it must be **designed for recycling** and
2 - be **recyclable at scale**.

	Grade A	Grade B	Grade C	Non-Recyclable	Recyclable at Scale score
2030	✓ ≥ 95%	✓ ≥ 80%	✓ ≥ 70%	✗ < 70%	✓ NA
2035	✓ ≥ 95%	✓ ≥ 80%	✓ ≥ 70%	✗ < 70%	✓ Yes (A/B/C)
2038	✓ ≥ 95%	✓ ≥ 80%	✗ ≥ 70% (< 80%)	✗ < 70%	✓ Yes (A/B/C)

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PPWR / @ViaPackaging UG & @360PackMastery.com

Plastic example - Recyclability at scale

- 2030 Recycling rate target = 55% of all **Plastic** packaging
- 2035 Recycling @ Scale target = 55% of all **Plastic flexible packaging**

Collection		Packaging sorting		Recycling	
					
82 %	X	**82 %**	X	**82 %**	= 55%

Potential example to highlight the big jump needed!

Transforming Markets-PPWR TIMING

360 PACKMASTERY & ViaPackaging

2025

Published,
22 January - 2025

EiF,
11 February - 2025

Publish CEN standards on D4R principles, guidance, test methods for Plastics

2026

Entry into application
12 August 2026

SoC mapping (ECHA),
By end of 2026

PFAS restrictions
Conformity declaration

EC Early warning reports
By 1st of January 2027

2028

DfR Criteria, by 1st of January 2028

Performance grades

Material composition labelling

2030

Bans on Packaging below 70% recyclability (grade C)

SUP Restrictions

90% separate collection Beverage Packaging

EPR Fee Modulation

Min. Recycled content

RaS and the assessment method on *Chain of Custody* implementing act By 1st of January 2030

Secondary legislations (2026 – 2029)

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PPWR Transforming Mindset

1	2	3
From **Linear to Circular Thinking**	**From** **Cost to** **Value Creation**	**From Compliance to Innovation** **Leadership**
Packaging becomes a board conversation	Packaging seen as a *value generator.*	Regulation as a *strategic driver of innovation*

Packaging Has Moved to the Boardroom

Call to action!

Understand the requirements

Current Portfolio review

Every NPD should target D4R & be developed in line with PPWR

Internal call to action / Make it a Company Board conversation

Holistic Packaging Strategy!

Thank you!

Come visit us!
CELAB–Europe at FINAT stand:
Hall 4, 4E49

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The Transformative Role of PPWR in Advancing Sustainability

PRESENTER:
Monica Battistella
Sustainability Manager – *Ti* Group

DATE:
16.09.2025

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Who We Are

Taghleef Industries (*Ti*) is one of the world's largest manufacturers of BOPP and CPP films for packaging, labels, industrial, and graphic arts applications.
The broad portfolio includes biobased and biodegradable films.

Headquartered in Dubai, *Ti* is part of the Al Ghurair Group, a family-owned conglomerate with diversified interests and an expanding global presence.

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Ti By The Numbers

500k
tons of film
production capacity

11
production sites
spread across 6
continents

6
highly advanced
R & D labs

2,900
employees across a
multinational network

8
innovative brands

120
countries in which
products are sold

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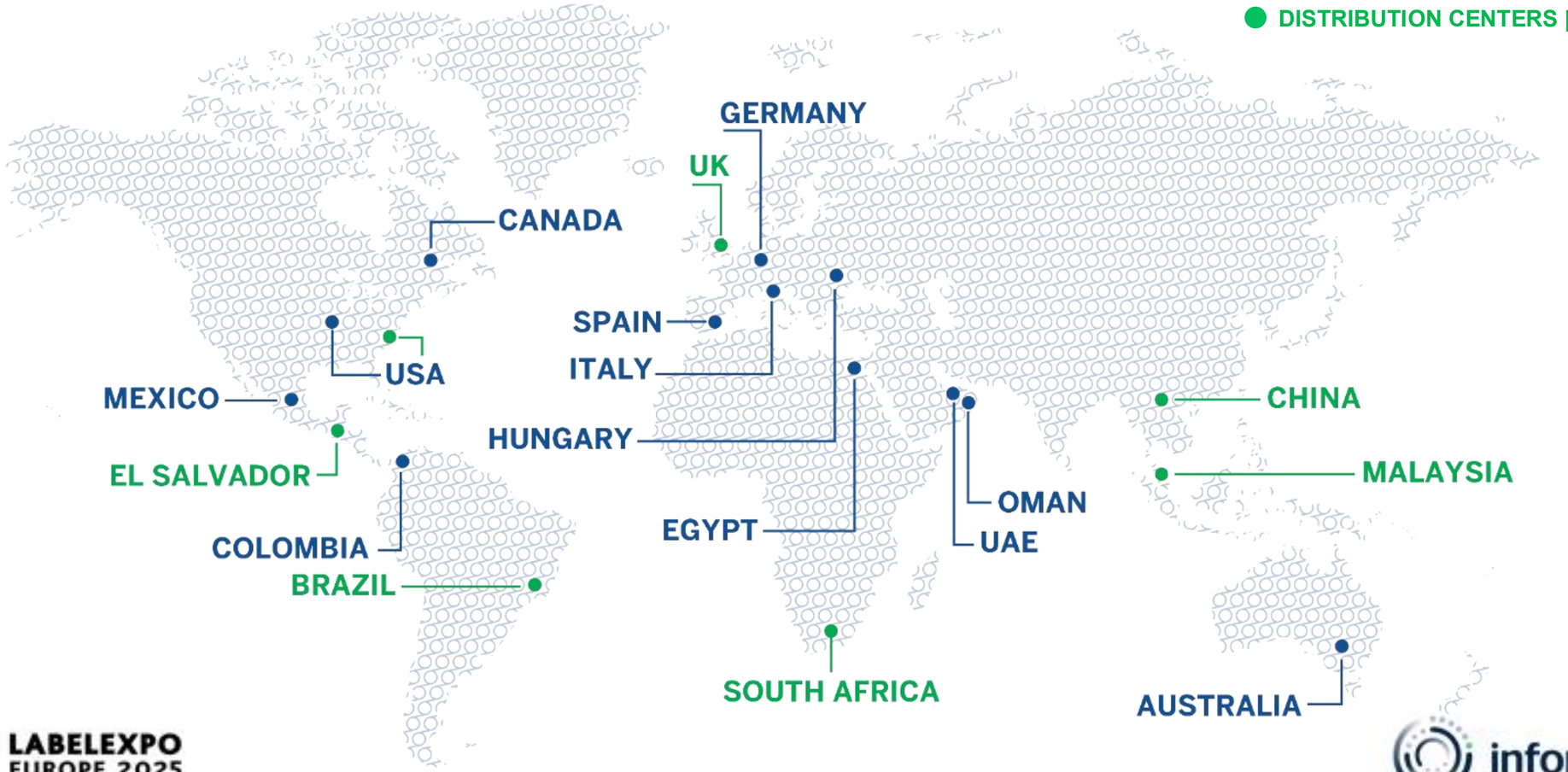
Driven Globally
Committed Locally



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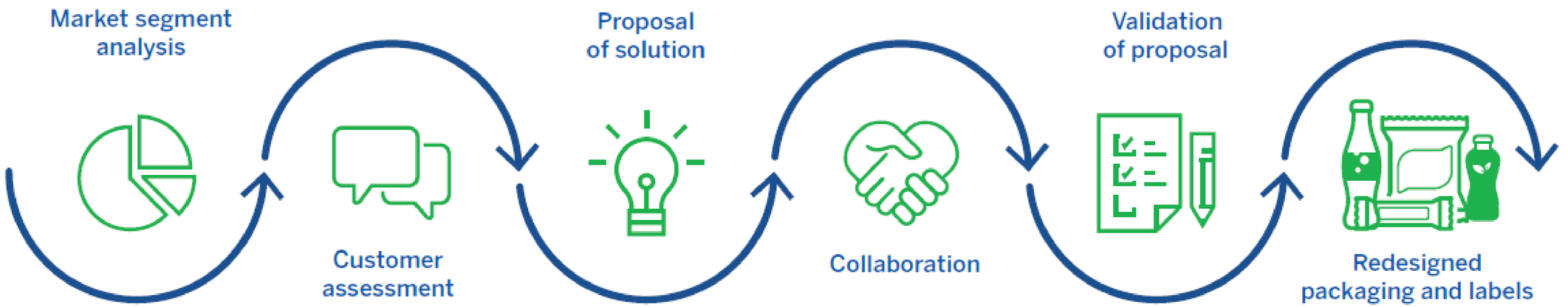
Our Dynamic Cycle Service

reDESIGN™



With our reDESIGN™ approach, we tailor-fit our solutions based on your needs

Discover ways how to move to high-performing and environmentally friendly solutions that are aligned with circular economy principles

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Packaging and Packaging Waste Regulation

In a nutshell: Essential Requirements

- All packaging must be designed for recycling and recycled at scale
- Mandatory minimum PCR content in ***plastic packaging***
- Packaging Minimization & Waste Prevention
- Substances of Concern in packaging
- Reuse targets
- Single-use plastic bans
- Compostable packaging formats
- Harmonized Labelling and marking requirements

PPWR applies to B2C and B2B business!

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Here are some ways Taghleef demonstrate commitment to Sustainability

reDESIGN™

Recyclability

OPP/ OPP Specialties

EXTENDO® HIGH BARRIER FILMS

SHAPE 360° SHRINK FILMS

Recycled Content

reLIFE™ BRINGING NEW LIFE TO MATERIALS

Packaging Minimization and Waste Reduction

Growth of flexible packaging to replace rigid options

Compostability

NATÍVIA®

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Here are some ways Taghleef demonstrate commitment to Sustainability

reDESIGN™

Recyclability

New white option!

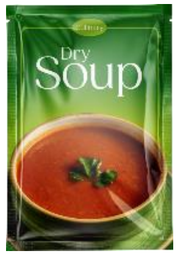
OPP/ OPP Specialties

Polyolefin Shrink Sleeve for improved recyclability of PET containers

EXTENDO® HIGH BARRIER FILMS

SHAPE360 SHRINK FILMS

THE SUSTAINABILITY AWARDS



PET/Alu/PE replacement with high-performing and high-barrier PP-based solution

New IML technology

Detachable In-Mold Label Film Technology for improved purity and reusability of recycled PP material of the container

VINCITORE BESY PACKAGING

PA/PE to a PP-based, recyclable structure for soft cheese

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Here are some ways Taghleef demonstrate commitment to Sustainability

reDESIGN™

Recycled Content

reLIFE™
BRINGING NEW LIFE TO MATERIALS

Nestle KitKat Australia's first! Chemical PCR film

LABEL INDUSTRY GLOBAL AWARDS

Ocean Bound Plastic Label Film

CEFLEX Collaboration Mechanical PCR Film

CEFLEX Collaboration Mechanical PCR Film

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Here are some ways Taghleef demonstrate commitment to Sustainability

reDESIGN™

Growth of flexible packaging to replace rigid options

Packaging Minimization and Waste Reduction

Rigid bottle replaced by performing PP-based Stand-up Pouch

Ti's PSL films could be used to reseal the SUP.
Additionally, the SUP could be laminated with graphic arts films featuring special effects.

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Here are some ways Taghleef demonstrate commitment to Sustainability

reDESIGN™

Coffee & tea

Fresh Produce & stickers

Compostability

NATÍVIA®

Bakery Products

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Our Dynamic Cycle Solutions

reDESIGN™

EXTENDO® HIGH BARRIER FILMS

High barrier films with reduced weight, improved recyclability, and lower environmental impact

OPP/ OPP Specialties

Innovative and sustainable PP based solutions compatible with polyolefins recycling streams

NATÍVIA®

A new generation of biaxially oriented flexible packaging films made of biobased and biodegradable polymers

TRANSVERSAL

reLIFE™ BRINGING NEW LIFE TO MATERIALS

Recycled polypropylene solutions for various applications that bring new life to used materials

b!oPP BIOBASED POLYPROPYLENE FILMS

Sustainable solutions made from renewable resources of vegetable origin

Derprosa by Taghleef Industries

Sustainable films solution for luxury and prestigious graphic arts applications

SHAPE 360° SHRINK FILMS

Floatable TD shrink sleeve label films for 360° container decoration

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Our Associations & Memberships

Taghleef Industries

THANK YOU

Explore our solutions onsite in

Hall 3, Stand A42

For more information:
Ti-films.Com

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