



THE PULSE

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PPWR UNPACKED: WHAT EUROPE'S NEW PACKAGING REGULATIONS MEAN FOR YOU



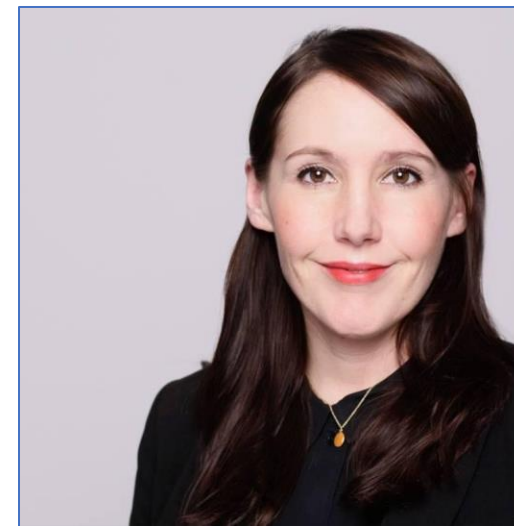
Moderator – Corey Reardon, President & CEO, AWA Alexander Watson Associates



Panelist – Pablo Englebienne,
Regulatory Affairs and
Sustainability Manager,
FINAT



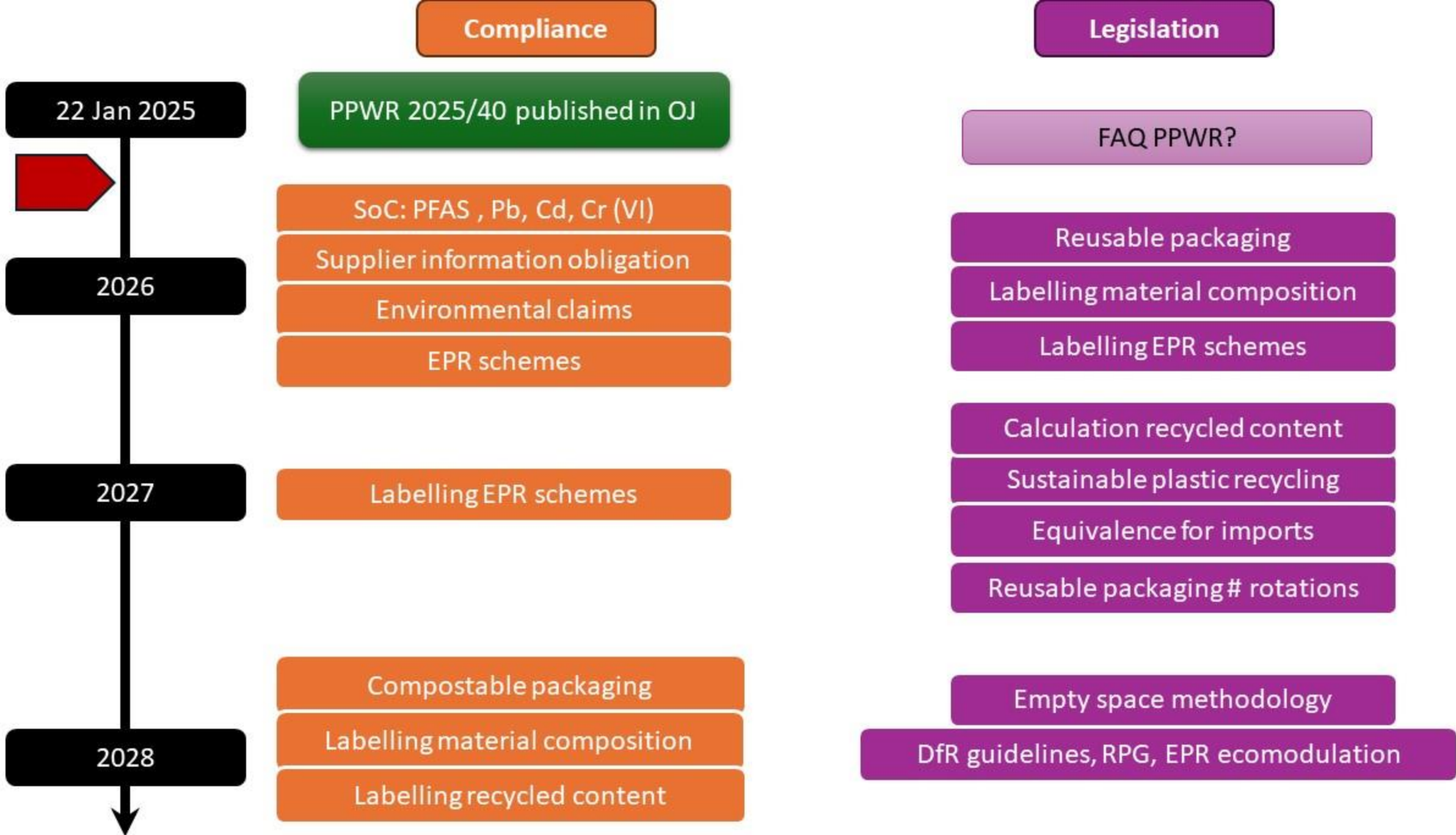
Panelist – Project
Management – CELAB-
Europe | Founder – 360
PackMastery



Panelist – Marika Knorr,
Head of Sustainability
and Communication,
CCL Label

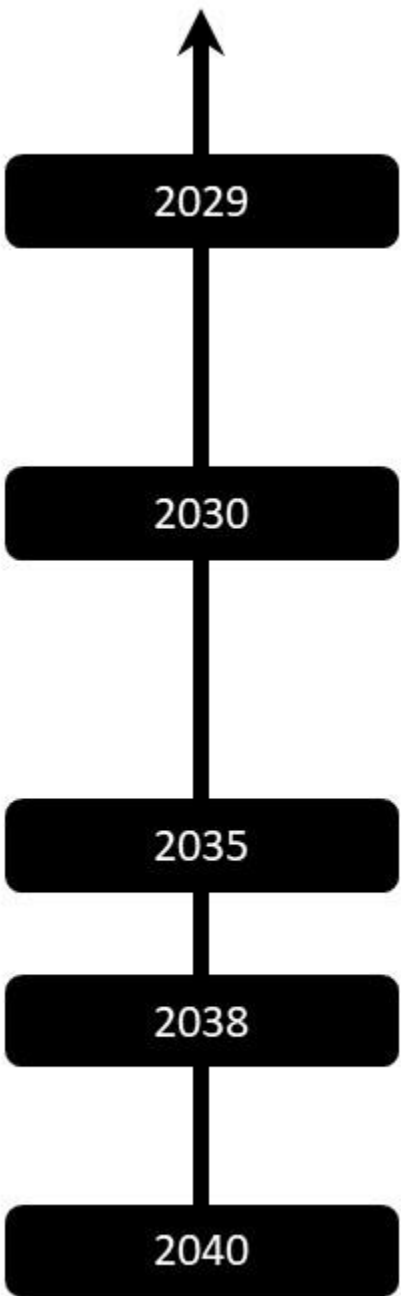


PPWR Key Timeline



Compliance

Legislation



DRS, > 90% collection beverages < 3L

Recyclability > 70%

Recycled content

Reusable packaging beverages 10%

Reusable transport packaging 40%

Recycled at scale

Recyclability > 80%

Minimum recycled content

Reusable packaging beverages 40%

Reusable grouped packaging 25%

Recycled at scale, chain of custody

Digital marking for SoC



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