

29 April 2026

Dear President von der Leyen,

Dear President Metsola,

Dear President Costa,

PPWR Implementation – Adjust the August 2026 application date and also conduct a targeted review to clarify key requirements so to ensure effective and compliant implementation

As leaders from companies across multiple sectors of the European economy, with consumers at the heart of our businesses, we **continue to support the EU's ambition to advance packaging circularity** and have engaged constructively to help make the Packaging and Packaging Waste Regulation ("PPWR" or the "Regulation") workable and effective in practice. We have already invested significantly in its implementation and we remain committed to continued engagement on the forthcoming secondary legislation and guidance.

In the European Council Conclusions of 19 March 2026, EU leaders called upon the EU institutions to implement a 'One Market' approach, to keep up the momentum to simplify and reduce burdens arising from existing legislation – notably in relation to packaging requirements - and reaffirmed these as essential pillars to relaunching the European competitiveness. We expect these calls for action to apply also to PPWR. **The Regulation's effective and uniform application requires practical, enforceable rules that can be implemented in line with the principles of legal certainty, proportionality and the proper functioning of the Single Market.**

However, with the general application date of 12 August 2026 now less than 4 months away, we must raise a critical concern: **given the limited timeframe and the level of legal uncertainty that persists, the PPWR risks not being implemented as intended without immediate clarification of key compliance requirements by the European Commission.** Despite the recent publication of the European Commission Guidance Notice and FAQ, key definitions and methodologies remain unresolved, and important guidance and legal clarifications from the European Commission are still outstanding, including for measures due for implementation in the very near future for which businesses require adequate time to prepare. This lack of legal certainty, clarity, delayed guidance, and unresolved technical challenges create **significant risks for compliance, investment, and ultimately undermines European competitiveness and consequently also impacts consumers.** Moreover, rather than delivering genuine harmonisation, the PPWR in several areas leaves substantial discretion to Member States, allowing divergent national approaches to persist and further fragment the Single

Market—precisely the outcome the Regulation was meant to prevent. In addition, it exposes companies to heightened vulnerability vis-à-vis enforcement authorities, as they may, in principle, be exposed to enforcement action in situations where compliance obligations are not sufficiently clear or foreseeable, which raises concerns under the principle of legal certainty.

The undersigned companies have repeatedly appealed to the European Commission and EU institutions the need for legal clarity. However, given the significant legal uncertainty that remains we **respectfully urge the European institutions to:**

- **Adjust the 12 August 2026 application date of Article 5 (5) if no full legal certainty and uniform application of the requirements can be guaranteed.** This would then allow for the resolution of outstanding technical, legal and methodological issues related to implementation of the requirements by the general application date so that businesses can actually take the necessary measures to ensure compliance with the Regulation; and.
- **Furthermore, conduct a targeted review of key provisions listed in the Annex of this letter** to ensure they are proportionate, practical, enforceable, and aligned with the PPWR's goals

Our companies remain committed to the PPWR's objectives and to its effective implementation. We firmly believe that constructive solutions can be found to ensure European industries remain competitive and grow sustainably. We stand ready to engage further with the European institutions to ensure a legally sound , harmonized, and workable implementation that safeguards competitiveness and packaging circularity. We ask for your partnership in addressing these challenges and securing the regulation's success.

We would welcome the opportunity to discuss this further and explore a path forward together.

Sincerely,

List of signatories can be found after the Annex

Annex

The Annex sets out a range of concerns identified across the undersigned companies. Please note that all points listed may not be equally applicable to every company, but each has been raised as relevant by one or more signatories in light of their specific activities and exposure under the Regulation

- **Article 5 (5) - PFAS in food contact packaging:** While the Commission has now outlined a recommended, non binding enforcement approach in its recent Guidance and FAQ, unfortunately there remains no harmonised or legally binding EU level methodology for PFAS testing in practice at Union level to demonstrate conformity as required by the Regulation. In the absence of such harmonisation or a presumption of conformity, economic operators face a continued risk of divergent interpretation and enforcement across Member States. Given that the PFAS restrictions will apply from 12 August 2026, which is less than 4 months away, this creates significant legal uncertainty for operators who must already take portfolio wide compliance decisions and investments in good faith
- **Annex V (row 1) – 2030 bans on single-use plastic packaging:** Despite industry-proposed solutions with regards to grouped packaging, clarity is still missing on key definitions such as “necessary to facilitate handling”. In case of a complete ban, compliance will cost billions to the industry and take years in the absence of alternative solutions at scale. Overall, the guidance should remain faithful to the co-decision agreement which allows an exemption for packaging needed to “facilitate handling”.
- **Annex V (row 4) – 2030 bans on single-use plastic packaging:** with regard to single-portion packaging containing liquid products (such as sauces, preserves, or coffee creamers), no viable, scalable, food-safe alternatives that fully meet the functional and compliance requirements of the PPWR are expected to be widely available across the market by 2030. To avoid disproportionate impacts on the food and HORECA sectors, this measure should therefore be suspended or limited to dry products only. Any Guidelines should recognise that, given differing levels of market readiness and scalability, packaging incorporating appropriate levels of plastic content may remain necessary to ensure food safety and compliance, pending clear regulatory pathways for alternative, scalable material solutions.
- **Article 6 - Recyclability Requirements and Design for Recycling:** Food supplements are health related products containing ingredients that degrade over time and for that reason need high barrier protection. Therefore, a pragmatic and proportionate implementation approach is needed to achieve compliance, including appropriate transitional measures or targeted derogations for such

critical packaging applications. The recyclability objective is currently not achievable at industrial scale. These packaging formats are critical to ensure product stability, safety and quality, and viable alternatives require further development and validation.

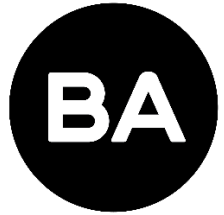
- **Article 6 (11) – design of aseptic packaging :** Current aseptic packaging technology relies on multilayer materials (polyamide, PET, and aluminium) to prevent spoilage, oxygen contamination and to ensure long-term shelf life for processed tomato and fruit products. These materials currently prevent the bags from meeting the CEN Design-for-Recycling criteria and "recyclability performance grades" required by Article 6(2) and (3), today leading to a market ban in 2030. Unfortunately, there are no alternatives available at the moment, meaning that such a ban would in effect prohibit economic operators from exercising their activities as they will no longer be able to process, import and/or store their products year-round. In order to find a viable and economically feasible packaging alternative, additional research and time is needed before the application of this rule.
- **Article 7 - Recycled content targets:** Terms like “any plastic part” and “average per manufacturing plant” remain ambiguous, and will create operational uncertainty, increased administrative burden, and compliance risks. In addition, a clearer regulatory status of advanced recycling technologies is required to enable more availability of recycled plastic for food contact packaging.
- **Article 10, Annex IV and Recital 60 - Packaging minimisation:** Restrictive requirements will erode Europe’s leadership in packaging and product design, creativity and premium manufacturing in key sectors, from spirits to gourmet food, cosmetics and perfumery, for which it is key to brand differentiation. In addition, mandating standardised design specifications for the “most common packaging types and formats” is neither workable nor future proof.
- **Article 12(1) - Harmonised waste sorting labels:** First, request full synchronization of the different deadlines related to packaging labelling as the current divergent, phased implementation timelines in this area would lead to duplicate and unjustified costs for economic operators and would be contrary to the overarching objective of the PPWR, namely the reduction of packaging waste. A one-time label change allows for the seamless depletion of existing packaging stocks and their natural replacement with designs meeting the new requirements, without generating unnecessary material waste associated with multiple design updates. Second, ensure that the future implementing act clearly states that the use of text-free and colour-free label options are always permitted on-pack, without conditions or additional justifications. The future labelling system must

avoid overly prescriptive design or spacing requirements, allowing operators to meet the PPWR's objectives on packaging minimization.

- **Article 29 (14) - Reuse targets:** The recycling-based exemption is unworkable and cannot be applied in practice, contrary to the intention of the co-legislators. Transitioning to reuse requires billions in investment, significant infrastructure changes and as illustrated by several LCAs does not necessarily provide an environmental benefit. Yet businesses lack legal clarity and clear guidance on how exemptions will apply, undermining investment and packaging format decisions that are necessary right now and jeopardizing the continued investments in waste collection systems that provide a more positive environmental benefit.
- **Article 29 (18) – Reuse targets:** Some Member States with high-performing recycling systems for single use beverage containers achieve better environmental results than a reuse system will do. Peer-reviewed LCAs confirm that key environmental indicators, as e.g. CO₂ equivalent emissions, are lower for recycling systems than reuse systems in such member states. To align with PPWR's overall target of reducing the negative environmental impact from packaging waste, a delegated act is required to allow member states to introduce exemption from the beverage reuse targets on the basis of such LCA results. In the same way, transport packaging and sales packaging used for transport should also be granted an exemption on the basis of an LCA.
- **Article 32 – Refill obligations for the takeaway sector:** Article 32 refers to “refill” obligations, whereas in practice it establishes a Bring Your Own (“BYO”) packaging requirement. This incorrect terminology creates legal uncertainty as to the scope and nature of the obligation. BYO systems inherently introduce significant food-safety risks, and these concerns are further compounded by the requirement for HORECA operators to enable BYO for delivery models, which is operationally unfeasible. These issues are not offset by proven environmental benefits and entail substantial investment and operational disruption for food service operators.
- **Article 33 – Reuse offer obligation for the takeaway sector:** The European Commission's Joint Research Centre (JRC) has concluded that, for off-premises consumption, reusable packaging systems systematically deliver poorer environmental performance. These outcomes are largely driven by low return rates once packaging leaves HORECA premises. Mandating reuse notwithstanding this evidence risks contradicting the PPWR's environmental objectives and raises concerns regarding the proportionality and scientific robustness of this obligation.

LIST OF SIGNATORIES

This annex forms an integral part of the submission and lists the undersigned organisations and senior executives supporting the initiative

Philip Hulgaard CEO Åben 	Amelie Dunge CEO Åbro Bryggerier AB 	Miguel Ángel Martín Antequera CEO ALIMENTOS ESPAÑOLES ALSAT, S.L. 
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Mandy Glew President Beverage Packaging EMEA and Asia Ball Corporation 	Alexander Galea CEO BCRS Malta 	Thomas Lienard CEO Be-Life 

Thomas Maier CEO Beutelsbacher Fruchtsaftkellerei GmbH 	Pepa Hrusanova Director Brandex Bulgaria Ltd 	Vasseline Petrova President Borola Ltd 
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Jacob Aarup-Andersen Group CEO Carlsberg Group 	Jeremy Cassar CEO Cassar Camilleri Group  CASSAR CAMILLERI	Evija Grinberga CEO Cěsu Alus AS 
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Smart food. happy people

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