

PPWR Compliance Check & Material Strategy for Flexible Packaging

For brand owners in the food, non-food and cosmetics sectors

The EU Packaging Regulation (PPWR) presents companies with new regulatory and technical challenges. We support you in aligning your packaging portfolio to be safe, efficient and future-proof.

Our service – explained in brief

1. Analysis of the packaging portfolio

- Prioritisation of your areas of action (material changeover, declaration of conformity, etc.)
- Identification of critical materials and composites
- Assessment of recyclability
- Development of robust minimum requirements for data quality and specifications

2. PPWR risk assessment

- Checking your packaging for PPWR compliance
- Review of technical data sheets and compliance documentation
- Assessment of recycling and sustainability claims

3. Material strategy & alternatives

- Development of substitution strategies (e.g. single-material, fibre solutions)
- Assessment of impacts on product protection, processing and sustainability

4. Optional: Country-specific assessment

- Licensing, tariff classification, eco-fee modulation
- Assessment of European recycling infrastructures

Your added value

- Early identification of PPWR risks
- Avoiding costly misjudgements
- Confidence in handling supplier information
- Clarity regarding material and packaging strategies
- Access to suitable, independently verified suppliers
- Independent, scientifically sound and manufacturer-neutral = INNOFORM
- In-depth market and material knowledge from over 20 years of flexpack testing and training

