



PPWR & Abrisso Jiffy

Understanding the European legislative landscape:
Recycled content in packaging

The speakers



Mathias Van Hecke
Strategy Manager



Dries Decuypere
Quality Manager

Legal disclaimer

The information provided in this presentation is intended solely for the purpose of this webinar and should not be considered legal advice or any form of professional consulting service. The content presented herein is based on the version of the Packaging and Packaging Waste Regulation (PPWR) adopted as part of the European Parliament's first reading position on April 24th, 2024.

The information is offered to provide general insights into the new EU Packaging and Packaging Waste Regulation. No guarantees or warranties, either express or implied, are made regarding the accuracy, completeness, or suitability of the information for any specific purpose.

Abriso Jiffy accepts no responsibility for the use of this information or for any potential errors. It is the responsibility of each participant and recipient to assess the relevance of this information to their particular circumstances. The use of the provided information, data, and any conclusions drawn from it is entirely at their own risk.

Agenda

01

Sustainability trends

How is the market evolving and how do multinationals answer to this?

02

Legislative changes

How is the current legislative landscape and how will it change with the upcoming PPWR?

03

Abriso Jiffy offer

How will Abriso Jiffy answer to this changing landscape and what steps will it proactively take to optimally prepare its customers?

04

Q&A

We love to answer the questions you still might have at the end of the session

Sustainability trends





Cocaa

Cola

Multinationals like Coca Cola have an increased focus on sustainability to live up to their environmental and social responsibility, trying to put the negative image of plastics to rest. They go as far as to urge their customers not to buy Coca Cola if they don't help them recycle.



NIKE REDUCES
EMISSIONS BY 69%,
DIVERTS 100% OF
FOOTWEAR WASTE

CAN THE BRAND'S LATEST IMPACT
REPORT RESET THE NARRATIVE ON
SUSTAINABILITY?

THE ESTÉE LAUDER COMPANIES INC.

BEAUTY *INSPIRED,* VALUES *DRIVEN*


OUR FISCAL 2021 SOCIAL IMPACT
AND SUSTAINABILITY REPORT

FUTURE
WORLD

FUTUREWORLD EARTH
MARCH 2024
SOURCE NIKE FY23 IMPACT REPORT

SOCIAL POST - INSTAGRAM
GRID TEMPLATE
FORMAT 170 KB
JPG



A man and a woman are shown in a room, likely a living area, packing a chair. The man, on the left, is wearing a brown long-sleeved shirt and blue jeans, and is holding a pair of scissors. The woman, on the right, is wearing a green long-sleeved shirt and is holding a large roll of green bubble wrap. They are both looking down at the chair, which is being wrapped in the bubble wrap. In the background, there are several cardboard boxes stacked up, some with labels like "MEDIUM", "OFFICE", "ER", "THS", and "How does". There are also some potted plants in the room, including one hanging from the ceiling and another on a shelf. The overall scene suggests a home moving or packing project.

Sustainable packaging market is growing with a CAGR of 6,55%, increasing from \$260M in 2022 to an expected level of \$490M in 2032, according to TowardsPackaging Consulting

According to PWC voice of the consumer survey, customers are willing to pay up to 9,7% more for sustainable alternatives

Legislative changes



Plastic tax Spain

- As of January 2023
- €0,45 per kg of non-recyclable/non-reusable plastics
- Exemption if lower than 5 kg



Plastic tax UK

- As of April 2022
- At least 30% recycled content in plastics
- Tax of £210,82/tonne if recycled content is not reached
- Single use plastic ban



Plastic tax Germany

- As of January 2025
- Comply with European Union's Single Use Plastics Directive
- Exact rates not finalised yet, but expected between €0,45 & €1,00/kg



European PPWR

- Packaging and Packaging Waste Regulation
- Replace the Packaging Directive (1994)
- Part of the broader Circular Economy Action Plan





Why plastic should not be perceived worse than paper:

Plastic is the more sustainable solution



Carbon footprint

Protective plastics have a **lower CO₂ footprint** compared to paper alternatives



Circularity

Plastics can be **indefinitely recycled** without losing their characteristics. Paper can only be re-used 7 times*



Forest conservation

Plastics don't contribute to global deforestation, while over **60% of the trees** cut annually are used in paper production

Deforestation regulation as of end 2025!



Energy efficiency

The manufacturing process of plastics is **more energy efficient compared** to paper production



Water management

Plastics production requires **17 times less water** than paper production*

(*) https://abrisojiffy.com/wp-content/uploads/2024/06/Gentse-onderzoekster-kraakt-code-voor-plasticrecyclage-_De-Tijd.pdf

**5 big
changes
compared to
the current
situation**



Design for recyclability

2030 EU market access only for recyclable packaging.

Packaging materials must be easier to collect, sort, and recycle, thereby reducing the overall environmental footprint.



Minimum Recycled Content

Minimum recycled content requirements for plastic packaging used across the EU by 2030.

Companies will be driven to use more recyclable and biodegradable materials into packaging products.



Driving reuse and refill

Encourage reuse systems for packaging while promoting the use of refillable packaging.

Reduce single-use packaging and promote alternatives where possible.



Waste minimization

Reduce packaging waste based on weight and encourage more efficient packaging designs.

Proposed bans on “unnecessary” packaging formats, including many single-use plastics.



Harmonized rules across the EU

Regulation instead of Directive to harmonize implementation.

Harmonized labelling on packaging and waste collection.

Focus on **Extended Producer Responsibility (EPR)** programs, where manufacturers and producers take on more responsibility for the entire lifecycle of the packaging they create.



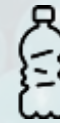
Minimum Recycled Content

Minimum recycled content requirements for plastic packaging used across the EU by 2030.

Companies will be driven to use more recyclable and biodegradable materials into packaging products.

Recycled content to be PCR by 2030

PCR = post-consumer recycled → Waste that has served its purpose for the customer



Single use beverage bottles

- 30% by 2030
- 65% by 2040



PET contact sensitive

- 30% by 2030
- 50% by 2040



Other contact sensitive

- 10% by 2030
- 25% by 2040



Other plastics

- 35% by 2030
- 65% by 2040



Design for recyclability

2030 EU market access only for recyclable packaging.

Packaging materials must be easier to collect, sort, and recycle, thereby reducing the overall environmental footprint.



Minimum Recycled Content

Minimum recycled content requirements for plastic packaging used across the EU by 2030.

Companies will be driven to use more recyclable and biodegradable materials into packaging products.



Driving reuse and refill

Encourage reuse systems for packaging while promoting the use of refillable packaging.

Reduce single-use packaging and promote alternatives where possible.



Waste minimization

Reduce packaging waste based on weight and encourage more efficient packaging designs.

Proposed bans on “unnecessary” packaging formats, including many single-use plastics.



Harmonized rules across the EU

Regulation instead of Directive to harmonize implementation.

Harmonized labelling on packaging and waste collection.

Focus on **Extended Producer Responsibility (EPR)** programs, where manufacturers and producers take on more responsibility for the entire lifecycle of the packaging they create.



Waste minimization

Reduce packaging waste based on weight and encourage more efficient packaging designs.

Proposed bans on “unnecessary” packaging formats, including many single-use plastics.



Options to reduce the packaging waste should start from the 3R principle:

Reduce – Reuse – Recycle

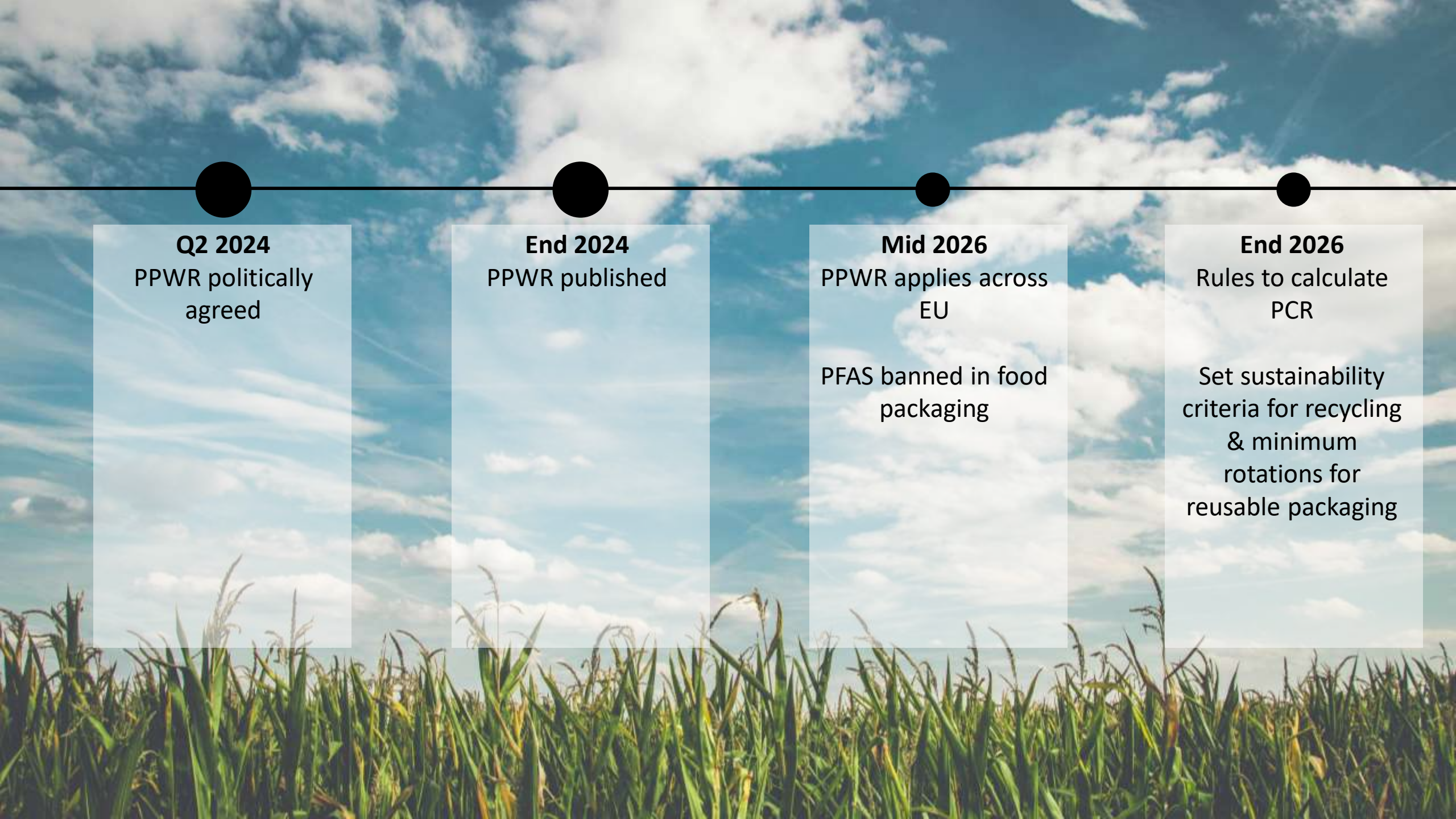
Baseline per capita taken in 2018



1 5% weight reduction by 2030

2 10% weight reduction by 2035

3 15% weight reduction by 2040



Q2 2024

PPWR politically
agreed

End 2024

PPWR published

Mid 2026

PPWR applies across
EU

PFAS banned in food
packaging

End 2026

Rules to calculate
PCR

Set sustainability
criteria for recycling
& minimum
rotations for
reusable packaging

2027

Evaluation & possible proposal of biobased plastic targets with sustainability criteria

2028

Rules to measure reuse & refill adopted

Design for Recycling rules and recycling performance grades adopted

2030

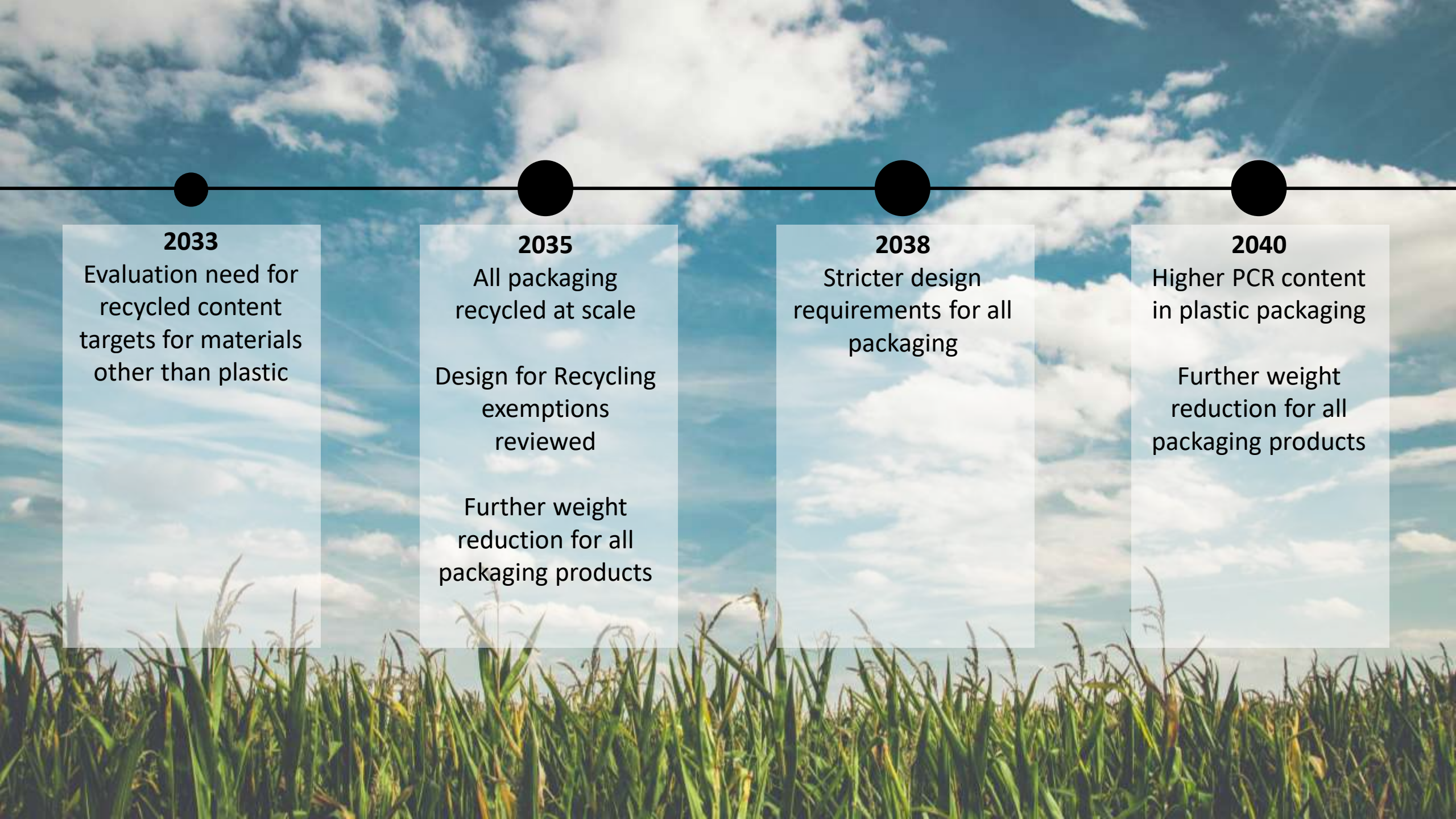
All packaging designed for recycling & reduced in weight

All plastic packaging must have minimum PCR content

Single use plastic bans in place

2031/2032

First evaluation of new PPWR rules



2033

Evaluation need for recycled content targets for materials other than plastic

2035

All packaging recycled at scale

Design for Recycling exemptions reviewed

Further weight reduction for all packaging products

2038

Stricter design requirements for all packaging

2040

Higher PCR content in plastic packaging

Further weight reduction for all packaging products

Abriso Jiffy's offer



Ocean Green Profiles:
100% recycled LDPE

Ocean Green Bubble:
at least 70% recycled LDPE

Our **RENEW**
technical foams
are 100%
recyclable and
offer 80%
recycled content

REUSE

100% of our production waste is reused

REDUCE

Closed-loop processes reduce virgin
material usage

RETHINK

Developing new technologies to limit
any environmental impact

Legislation
Compliers

Sustainability
Leaders

Yesterday

RC70-100

Today

RC30

RC70-100

2030

RC35

RCxx-100

	Bubble	Foam	OG Profiles	Technical
RC0			X ^(*)	
RC30	X	X	X ^(*)	X
RC70	X			
RC80				X
RC100			X	



AGAINST GREENWASHING

At Abriso Jiffy, we work with a fact-based approach, proving our recycled content with certificates (Polycert/Recyclclass) in all our plants, this based on EN15343:2007 & EN14021:2016. Furthermore, we are partnering with Kiwa to calculate the carbon footprint on plant level, to devise a plant-specific plan to lower this.



VERIFICATION STATEMENT

Respectively the conditions BQA 124-1238, C, 20160809 issued for the third party certificate assessment for BQA 124-1238 on 24-06-2016 and valid till 23-07-2017 covering the traceability, production and technical data provided, the following information is based on the data provided by:

ABRISO 

are authorized to be traced and certified:

Declaration of recycled content following definition and traceability requirements as laid down in EN 15343:2007 and EN 14021:2016 and changing or recycling or reusing in the products identified under the product family remain to be verified.

This statement has been issued by BQA 124-1238 according to its quality standard concerning the certification of systems, after checking the content of the BQA 124-1238, 21-09-2017, 2115. It is subject to the conditions stated in regular control of the management system.

Issue date: 06-11-2017
Valid until: 2027-09-21


David Brouwer
Director



THERE IS NO ALTERNATIVE

Recycled
cardboard
36.4 g CO₂



Ocean Green®
profiles
3.8 g CO₂




Apart from the lower CO₂ footprint, Ocean Green® profiles also need 75% less raw material, prevents deforestation, protects your product against humid environments and has a significant weight reduction.




Product	Recycled cardboard bubble wrap	Virgin LDPE bubble wrap	Recycled LDPE bubble wrap
			
Bubble dimensions (mm)	7mm (dia) x 2.6mm (h)	10mm (dia) x 4.0mm (h)	10mm (dia) x 2.4mm (h)
Product weight (g/m ²)	105	42	35
Density (kg/m ³)	40	10	12
CO ₂ footprint (gram CO ₂ per product)	27	27 	13 

Product	2mm Shock-absorbing recycled cardboard roll	Recycled LDPE foam roll (OCEAN GREEN LIGHT ASTROFOAM®)	Recycled LDPE foam plank (RENEW POLYLAM®)
			
Product thickness (mm)	2	4	20
Density (kg/m ³)	57	20	23
CO ₂ footprint (gram CO ₂ per product)	43	60	31 


Product	Cardboard corner protectors	Ocean Green® profile (U25)	Cardboard edge protectors	Ocean Green® edge protectors
				
Product Weight (g) (Avg. Value 10 samples)	13.6	3.2	20.0	4.9
Density (kg/m ³) (Avg. Calculated value 10 samples)	166	29	112	29
CO ₂ footprint (gram CO ₂ per product)	9.1	1.0 	13.4	2.4 



Creation of a separate Cloud Grey profiles portfolio, with a lower density and 30% recycled content; helping in weight reduction while maintaining needed recycled content



Increased focus on bio-based product range, based upon a 100% natural polymer – made from sugar cane residues



Product development to create stronger protection with less materials, by using waves, and therefore decreasing carbon footprint



Abriso Jiffy offers a sustainability portfolio, with a category to comply with the changing legislation and to help the customer avoid plastic tax and administrative burdens

Abriso Jiffy fights greenwashing by providing the needed certificates and proving our recycled content, on product group level

Plastics, when recycled correctly, are better than paper for the environment, proven by our carbon footprint calculations

Abriso Jiffy doesn't regard sustainability as a one-off: we continuously keep looking for improvements, however small they are

Q&A

Mathias
Van Hecke
Strategy Manager



Dries
Decuypere
Quality Manager

