

PPWR & THE FUTURE OF PACKAGING IN EUROPE

Turning regulation
into competitive
advantage



A new regulatory landscape

The **Packaging and Packaging Waste Regulation (PPWR)** is one of the most ambitious initiatives launched by the European Union in the field of sustainability. Its aim is to completely transform the way packaging is designed, produced, used and recycled within the European market, targeting a **15% reduction in packaging waste per capita by 2040** compared to 2018 levels.

This regulation sets out specific requirements to reduce waste, increase recyclability, incorporate recycled content and move towards a truly circular economy. Unlike previous regulations, the PPWR not only sets targets but also imposes mandatory standards— such as the requirement that **100% of packaging must be designed to be recyclable by 2030, in line with defined recyclability criteria**—that will directly impact manufacturers, brands and supply chains.

In this new landscape, packaging ceases to be a secondary element and becomes a strategic factor for competing in Europe.

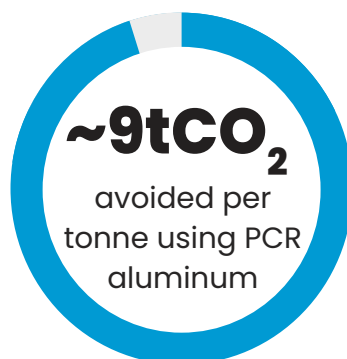
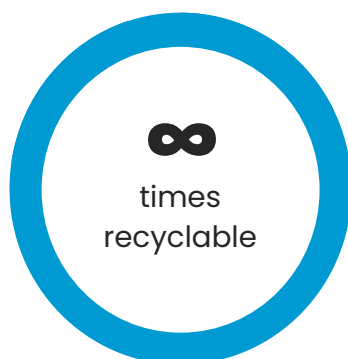
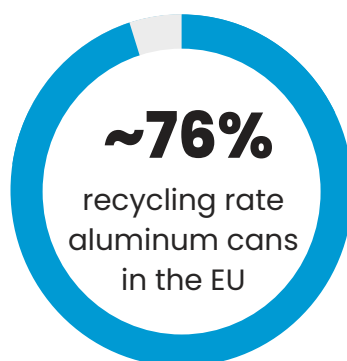
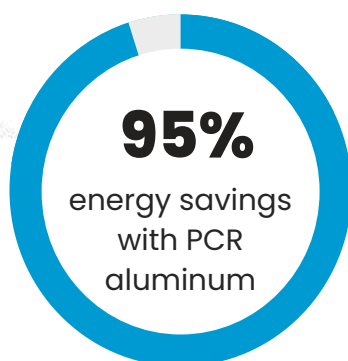


Aluminum: ready for the new standard

In the face of the new requirements of the PPWR, aluminium is emerging as one of the most efficient solutions, well-suited to meeting regulatory standards.

Its main strength lies in its infinite recyclability: aluminium can be recycled time and time again without losing its properties, saving up to **95% of the energy** required for primary production. This positions it as a key material within the circular economy models promoted in Europe.

Furthermore, it boasts high actual recycling rates across the continent—with an average of **76% for aluminium cans in the EU**—which facilitates compliance with regulatory targets (set at 80% by 2030) without the need for complex structural changes.



Strategic benefits of aluminum packaging



Simple regulatory compliance: Aluminium meets key PPWR requirements, including recyclability and compatibility with existing systems—reducing regulatory risk as “design for recycling” becomes mandatory by 2030.



Reduced environmental impact: Highly recyclable and resource efficient, aluminium significantly lowers packaging’s carbon footprint. Recycled aluminium can save up to 9 tonnes of CO₂ per tonne.



Superior product protection: Acts as a complete barrier against light, oxygen and moisture, preserving quality, stability and shelf life of sensitive products— specially for nutraceuticals, cosmetics and food.



Premium perception and differentiation: Enables high-end finishes and strong shelf presence, helping brands stand out while meeting demand for sustainable packaging.



Versatility and customisation: Adaptable in terms of shapes, sizes and applications makes it an ideal solution for brands seeking to differentiate themselves without compromising on sustainability.



A strategic partner for the new European landscape

The rollout of the PPWR is reshaping packaging decisions across Europe, raising standards and demanding concrete, scalable and sustainable solutions.

Condensa works alongside its clients to develop aluminium packaging that meets the new European standards, combining technical expertise, production flexibility and a bespoke approach to every project. From packaging selection to the development of visual identity, the objective is clear: to turn regulatory compliance into a competitive advantage.

In a market where regulation and consumer perception are moving in the same direction, having solutions that address both challenges makes all the difference.

Turning compliance into competitive advantage

