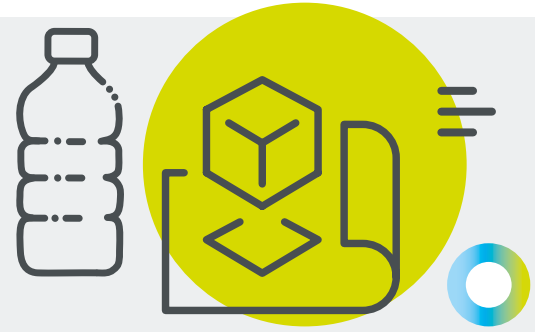




ONE PACKAGING FORMAT, MANY FUNCTIONS

Why standard limits don't work



The **Packaging and Packaging Waste Regulation** requires packaging to be minimised. The upcoming revision of EU standards should ensure assessments reflect packaging shape, materials and performance, while preserving distinctive packaging designs.

A one-size-fits-all approach and maximum limits on packaging weight, volume or wall thickness risk:

- **Hindering branded packaging designs**
- **Adding unnecessary burden for companies**
- **Increased waste**
- **Delaying standardisation and creating legal uncertainty ahead of PPWR deadlines**

Two packages may look almost identical, yet they require different design features to perform different functions:

1. Plastic bottle

Carbonated soft drink

- Thicker walls
- Reinforced base
- Stronger cap
- Designed to withstand internal pressure



Still water

- Lighter walls
- Simpler base
- Standard cap
- No pressure resistance needed

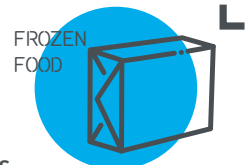


Carbonated beverages generate internal pressure. The bottle must safely contain CO2 throughout transport, storage and use. Removing material to reduce weight and meet a standard limit could increase leakage, bursting and food waste.

2. Paperboard box

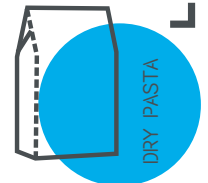
Frozen food

- Thicker paperboard
- Moisture-resistant coating
- Designed for freezer conditions
- Higher structural strength

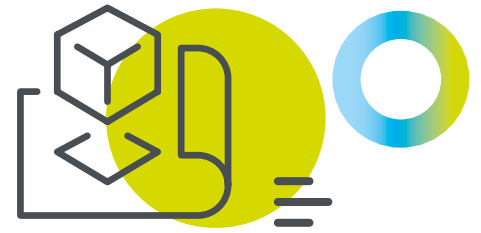


Dry pasta

- Lighter paperboard
- Standard carton
- Designed for ambient storage
- Lower structural requirements



A frozen food carton must protect the product throughout freezing, transport, storage and use. Thus, thicker paperboard is required to maintain rigidity at low temperatures, while moisture-resistant coatings are necessary to withstand humidity and condensation. Greater structural strength prevents deformation during freezing and stacking.



3. Plastic pouch

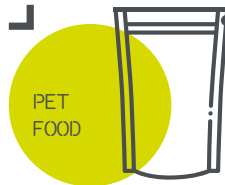
Chocolate

- Usually PE material
- Designed for filling at ambient temperature



Wet pet food

- Usually PP material
- Designed for steam filling and sterilisation



Wet pet food requires packaging that withstands sterilisation and provides high barrier performance, while chocolate requires barrier properties to protect against moisture, oxygen and flavour loss throughout its industrial process and intended shelf life.

4. Plastic bottle

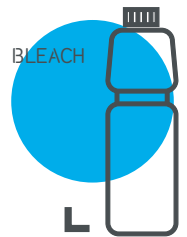
Hand dishwashing liquid

- Flexible walls
- Designed to deform
- Recovers its shape after squeezing



Other detergent (e.g., bleach)

- Higher rigidity
- Designed for stability and dispenser compatibility
- Maintains structural integrity during handling, transport and storage

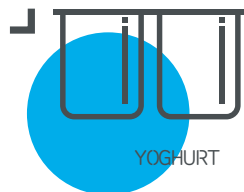


Consumers expect accurate dosing and easy dispensing. Packaging engineers thus carefully balance flexibility and rigidity to ensure performance and correct use by consumers over the product's lifecycle.

5. Plastic pot

Yoghurt

- Resistant to refrigerated storage
- Sealing and barriers to preserve freshness and prevent contamination
- Material and wall thickness adapted for short shelf life under refrigeration



Face cream

- Material, wall thickness and functionality adapted to repeated opening and use
- Compatible with specific cosmetics formulations (e.g. fragrance ingredients, SPF, anti-ageing)
- Designed to maintain product quality throughout use



Yoghurt pots must ensure food safety and freshness under refrigeration, while cosmetic pots must remain compatible with cosmetic formulations and maintain product quality over repeated opening and use typically for a period of at least three years.