

# Is your transport packaging ready for PPWR?

As the Packaging and Packaging Waste Regulation (PPWR) accelerates the shift toward reuse across Europe, reusable transport packaging is becoming an increasingly important part of how supply chains operate.

At IPP, we manage load carriers through circular pooling systems that keep pallets continuously moving across European supply chains, helping businesses reduce complexity, improve operational consistency and stay ready for what comes next.



## PPWR in brief

PPWR is reshaping the role of transport packaging across European supply chains. As **reuse targets increase** toward **2030 and 2040**, reusable **transport packaging** is becoming a **growing operational focus** across logistics networks, manufacturers and retailers.

For businesses moving goods across Europe, this means increasing focus on:

- ✓ reusable transport packaging flows
- ✓ operational efficiency and standardisation
- ✓ packaging circulation and reuse
- ✓ long-term transport packaging strategies

As transport packaging requirements continue to evolve, businesses increasingly need supply chain partners that help packaging operations stay efficient, visible and ready to adapt.

## PPWR timeline

**2026**

**PPWR begins applying across EU markets**, increasing the focus on reusable and recyclable transport packaging.

**2030**

**40% reusable transport packaging target** accelerates the shift toward reuse across European supply chains.

**2040**

**70% reusable transport packaging target** further establishes reuse as standard practice across transport packaging flows.

## How IPP supports you in meeting PPWR reuse targets

IPP's pooling systems help businesses integrate reuse more seamlessly into daily operations, supporting more efficient, consistent and future-ready transport packaging flows.

# What the shift towards reuse means for supply chains

As transport packaging requirements continue to evolve under PPWR, businesses across Europe are reassessing how packaging moves through supply chains.

## OPERATIONAL CONSISTENCY

Reusable transport packaging supports more standardised and predictable packaging flows across European supply chains.

## CONTINUOUS CIRCULATION

IPP keeps load carriers moving through collection, inspection, repair and redistribution processes across Europe.

## REDUCED PACKAGING WASTE

Replacing one-way packaging flows with reusable systems helps reduce unnecessary packaging waste across operations.

## LONG-TERM EFFICIENCY

Reusable pooling systems support smoother, more efficient and future-ready supply chain operations.



## IPP provides...

- ✔ Circular pooling systems
- ✔ Managed load carrier circulation
- ✔ European infrastructure and networks
- ✔ Reusable load carriers
- ✔ Long service lifetimes
- ✔ Operational expertise
- ✔ Circular systems designed around reuse

## You get...

- ✔ More standardised and predictable packaging flows
- ✔ Greater operational consistency across supply chains
- ✔ More efficient circulation across European operations
- ✔ Reduced reliance on one-way packaging flows
- ✔ Reduced packaging waste across operations
- ✔ Better visibility across transport operations
- ✔ Support for long-term sustainability goals, Scope 3 reduction strategies and evolving transport packaging requirements

## Discover more

about how IPP supports reusable transport packaging across Europe

<https://www.ipp-pooling.com/expertise/regulations-compliance/>

*Note. The information provided in this document reflects IPP's current understanding of the Packaging and Packaging Waste Regulation (PPWR) as of May 2026 and focuses on transport packaging. As the regulation and secondary legislation continue to evolve, requirements may be subject to further clarification. This document is intended for general informational purposes only.*

