



HOW TO PREPARE FOR THE NEW PACKAGING RULES

AGENDA

08:30–09:00 Welcome coffee

09:00–09:15 Opening remarks

09:15–10:15 EUROPEAN GREEN DEAL: WHAT DOES IT MEAN FOR THE PACKAGING INDUSTRY?

Ewa Weglinska & Artur Olszewski will explain how the Packaging and Packaging Waste Regulation (PPWR) connects to the EU Green Deal. They'll summarize key PPWR requirements and timelines, introduce the European Deforestation Regulation (EUDR), and discuss the challenges ahead.

10:15–10:30 Coffee break

10:30–11:30 MASTERING THE PPWR FOR FLEXIBLE PACKAGING: CHALLENGES AND SOLUTIONS

Marius Trent will explore PPWR requirements for flexible packaging, the broader regulatory context, and practical steps to prepare—highlighting key actions and timelines through 2040.

11:30–12:00 QUESTIONS AND ANSWERS

12:00–13:00 Lunch (Restaurant SALA, next door to the conference hall)

13:00–13:30 Sustainability Is Like an Illusion – Part 1

13:30–14:30 COMPLYING WITH REGULATIONS USING PSL SOLUTIONS FOR RIGID PACKAGING

UPDATE. Liselotte den Ouden will share approaches to design for recycling, use of recycled content (e.g., RDX), and industry-aligned guidelines (RecyClass, Returnpack), with a practical case study.

14:30–14:45 Coffee break

14:45–15:45 BEYOND THE LABEL: CREATING VALUE THROUGH SUSTAINABILITY

Ewa & Artur will present tools to boost sustainability, including AD Procerta lab services and AD Circular—an initiative for liner waste collection.

15:45–16:00 QUESTIONS AND ANSWERS

16:00–16:30 Sustainability Is Like an Illusion – Part 2

16:30–16:35 Closing remarks

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