

## LogiMAT 2026: PPWR Between Ambition and Practice pro-K Expert Forum Calls for Greater Support for Circular Solutions

Frankfurt am Main, 26. March 2026. As part of the intralogistics trade fair LogiMAT in Stuttgart, the pro-K industry association hosted a high-level panel discussion at its Expert Forum on the future of European packaging regulation. Under the title “PPWR and other EU regulations – a curse or a blessing?”, representatives from the German Federal Environment Agency, industry, and European advocacy organisations discussed the impact of the EU Packaging and Packaging Waste Regulation (PPWR) on reusable systems. Their conclusion: with its clear focus on reuse solutions, the PPWR offers many opportunities and possibilities; however, care must now be taken to ensure that sustainable reusable applications such as storage and transport containers are not disadvantaged during the detailed implementation process.

The keynote address was delivered by Dr Ines Oehme, Head of the “Plastics and Packaging” Division at the German Federal Environment Agency (Umweltbundesamt). In her presentation, she emphasised that the PPWR, for the first time, defines comprehensive requirements across the entire life cycle of packaging – from waste prevention and reuse to recyclability, minimum recycled content, and labelling obligations. The aim, she noted, is to consistently align these requirements with the waste hierarchy in order to strengthen the circular economy and resource efficiency in Europe.

At the same time, Dr Oehme pointed to existing challenges: although Germany had already met its 2030 reduction target in 2023, with packaging waste per capita declining by 5.4 per cent compared to 2018, it remains uncertain whether the ambitious 2040 reduction target of 15 per cent can be achieved. Despite rising recycling rates, bottlenecks are emerging in the use of recyclates, as growing demand is faced with limited supply and recycling capacities in Europe are increasingly under pressure.

### Between Regulatory Ambition and Industrial Reality

The subsequent panel discussion, moderated by Britta Wyss Bisang, Vice President Sustainability & Public Affairs at IPL Schoeller, made it clear that

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the objectives of the PPWR enjoy broad support. However, the decisive factor will be shaping implementation in such a way that well-functioning reusable systems can fully realise their strengths. From the perspective of environmental administration, Dr Ines Oehme concluded: “The PPWR sets clear guardrails for greater resource efficiency across the entire packaging life cycle. This requires practical regulations and a regulatory environment that promotes innovation and investment in circular solutions.”

Kate O’Brien, representing the Secretariat of the Roundtable for Reusable Containers, Trays and Pallets in Brussels, highlighted the ecological advantages of reusable systems: a single reusable package can undergo more than 100 cycles and replace numerous single-use alternatives over its lifetime. However, many uncertainties still remain in the legal acts currently being developed under the PPWR. For example, it is unclear how many rotations a product must complete in order to qualify as reusable. Against this backdrop, she advocated for targeted political support for existing reusable solutions.

Dirk Bansemer provided a concrete practical perspective with the Euro Plant Trays. The starting point was the objective of replacing single-use plant trays with a reusable pooling system. Given that around 150 million single-use trays are discarded each year in Germany alone, the European Cooperative Society demonstrates the potential of scalable reusable solutions. The systems developed are a concrete example of how PPWR requirements can be implemented in practice.

With its Expert Forum at LogiMAT 2026, pro-K has created a platform for constructive dialogue on the PPWR between industry, policymakers, and authorities – and has provided important impetus for the further development of the circular economy in the field of storage and transport logistics.

#### **About pro-K**

As a supporting association of the German Plastics Processing Industry Association (GKV), the pro-K industry association for durable plastic products and reusable systems represents, as a leading body, manufacturers of consumer and semi-finished plastic products vis-à-vis policymakers, industry, and society.

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