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Compliance with EU Packaging and Packaging Waste Regulation – (EU) 2025/40

Background

The Packaging and Packaging Waste Regulation (PPWR) officially published as Regulation (EU) 2025/40 in January 22, 2025 serves as the new, unified, and directly applicable EU law that replaces the former Directive 94/62/EC. PPWR entered into force on 12 February 2025, with broad applicability from 12 August 2026.

Its purpose is to create a circular, low-waste packaging economy, ensuring all packaging placed on the EU market is recyclable, minimized, and supported by transparent data systems.

HP Statement

HP is actively pursuing compliance and confirms all its packaging placed on the market in the European Economic Area from 12 August 2026 will comply with EU PPWR, EU 2025/40, as applicable.

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Relevant Articles
Articles 5 – Restriction of Substances
Article 14 – Environmental Claims
Article 15 – Obligations of Manufacturers
Article 18 – Obligations of Importers