

## **Consequences of the PPWR on the corrugated industry**

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The packaging and packaging waste directive is a founding text for the packaging sector, particularly for cardboard paper, which operates in a closed loop of reuse of its raw material, integrating on average 80% of recycled material.

The draft European regulation which is to replace this directive proposes major changes for this sector, despite its good results in terms of the circular economy: reuse objectives, high-quality recycling, European harmonization of labeling, etc.

There are many challenges to overcome to continue improving the efficiency of our loop. But we also see in this text some pitfalls which could produce results different from those expected.