

The EU PPWR Is Almost Here. Is Your Packaging Ready?



Food Supplement Blisters Under Pressure:
Why Now is the Time to Prepare



New European Packaging and Packaging Waste Regulation (PPWR) effective from August, 12, 2026 for all EU member states.

- Applies to primary packaging of both food & pharmaceutical products across all EU countries
- Strong focus on recyclability and design-for-recycling
- Some requirements take effect immediately
- Other binding obligations are phased in from 2026 through 2030 and beyond

Action is Needed Now

Existing packaging portfolios, especially for food supplements, may need reassessment to stay compliant. Early action enables:

- ✓ Controlled transitions
- ✓ Regulatory certainty
- ✓ Business continuity



Food Supplement Packaging Is Directly Affected by PPWR

- New technical criteria for packaging placed on the EU market
- Blister packaging under increased scrutiny
 - Multi-material structures
 - More complex recycling and classification
 - Raised compliance threshold for complex packaging



Rethinking Packaging: From Blister to Bottle

Plastic bottle packaging supports **simpler material structures** and **enables better alignment** with design-for-recycling principles.

At the same time, it ensures a **high degree of flexibility** across product portfolios and is suitable for a wide range of solid dosage forms.



From Blister to Bottle – Your Roadmap to PPWR-Compliant Packaging

Review current blister packaging

Identify future PPWR risks

Discuss bottle-based alternatives

Plan a compliant transition

Plan a Compliant Transition – With Aenova



✓ Existing bottle packaging lines and capacity available today

✓ Packaging services for all solid dosage forms

✓ Food & pharmaceutical products



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