



**Friday 12th of
September
2025**

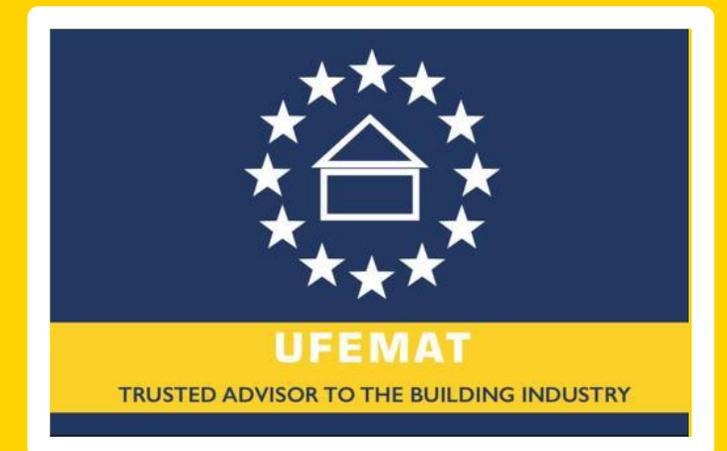
**UFEMAT's 65th Annual
Conference:
Digitalisation, Artificial
Intelligence and Building
Materials in Europe**





**Friday 12th of
September
2025**

MILAN, ITALY



Francis Huysman – Managing Director at Valipac and Fost Plus



PPWR: A Game-Changer for the Building Materials Sector.

Five essential insights that every producer, distributor, and merchant in our industry should know.



11h15 – 11h30





IMPACT OF THE NEW EUROPEAN LEGISLATION ON PACKAGING OF BUILDING MATERIALS

THE PACKAGING AND PACKAGING WASTE REGULATION (PPWR)

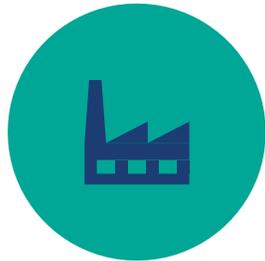
Francis Huysman

12/09/2025



Who is Valipac?

the organisation in Belgium,
taking up the extended producer responsibility
for commercial and industrial packaging



Belgian PRO dedicated to
commercial and industrial
packaging



Created by the industry
for the industry



30 years experience



All packaging materials –
all sectors, but strong
focus on building material
sector

Projects of Valipac in the construction sector

in collaboration with building material producers and merchants

Collection and recycling
of plastic films



Collection and recycling of
rigid PU foam



Collection and recycling
of PU foam cans





**WHY SHOULD
YOU BE AWARE
OF THE PPWR ?**



The european legal framework
PACKAGING AND PACKAGING
WASTE REGULATION

**will determine how building
materials will be packed for the
next 5 years**

Key obligations of the PPWR for packaging of building material

PREVENTION



RECYCLABILITY



RECYCLED CONTENT



RE-USE



REPORTING



Prevention

Obligation to decrease the amount of packaging used to sell your products

Reduction in packaging used relative to 2018

- 5% by 2030
- 10% by 2035
- 15% by 2040

Take aways

- Determine quick wins such as optimise wrapping of pallets, optimise stacking of goods on a pallet
- Analyse the possibility to use reusable packaging



Recyclability - Design for recycling (D4R)

Packaging should be recyclable.

- Financial penalties will be applied if packaging is not recyclable.
- Non-recyclable packaging will be banned.
- By 2028 the commission shall publish the D4R criteria

Take aways

- Improve the recyclability of your packaging by reducing printing and coloured packaging
- Ask recyclability information to your supplier of packaging.



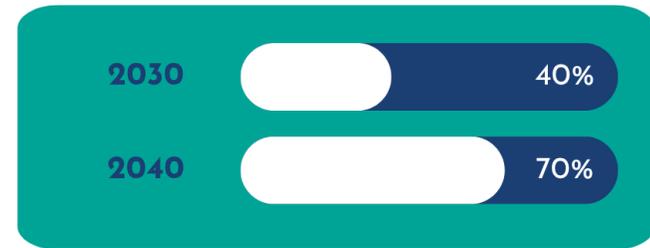


Reuse

Obligation to use more reusable packaging



Sales and transport packaging for transport within the EU



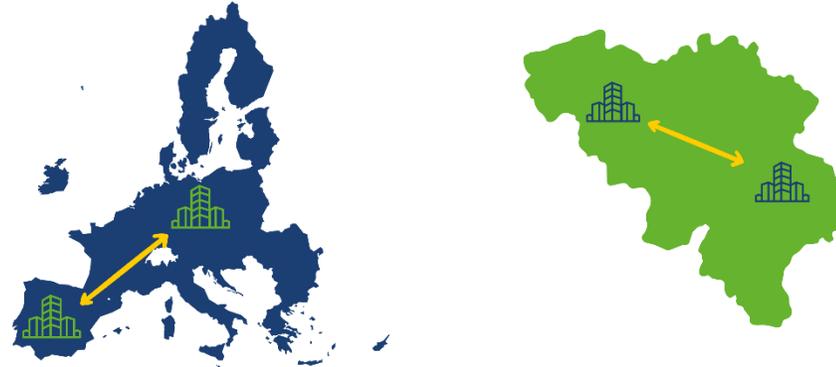
WHICH PACKAGING?

Pallets, foldable-plastic boxes, boxes, trays, plastic crates, intermediate bulk containers, pails, drums and canisters of all sizes and materials, including flexible formats or **pallet wrappings** or straps for stabilisation and protection of products put on pallets during transport.





Reusable packaging



Transports between sites of the same company between Member States and transports within the same Member State.

2030

100%

Take aways

- Make use of existing pool systems for packaging of building materials
- Possible exemption from 100% reuse target for films and strappings (not yet confirmed !)

RECYCLED CONTENT

Plastic packaging should contain a minimum percentage recycled content

2030  35 %

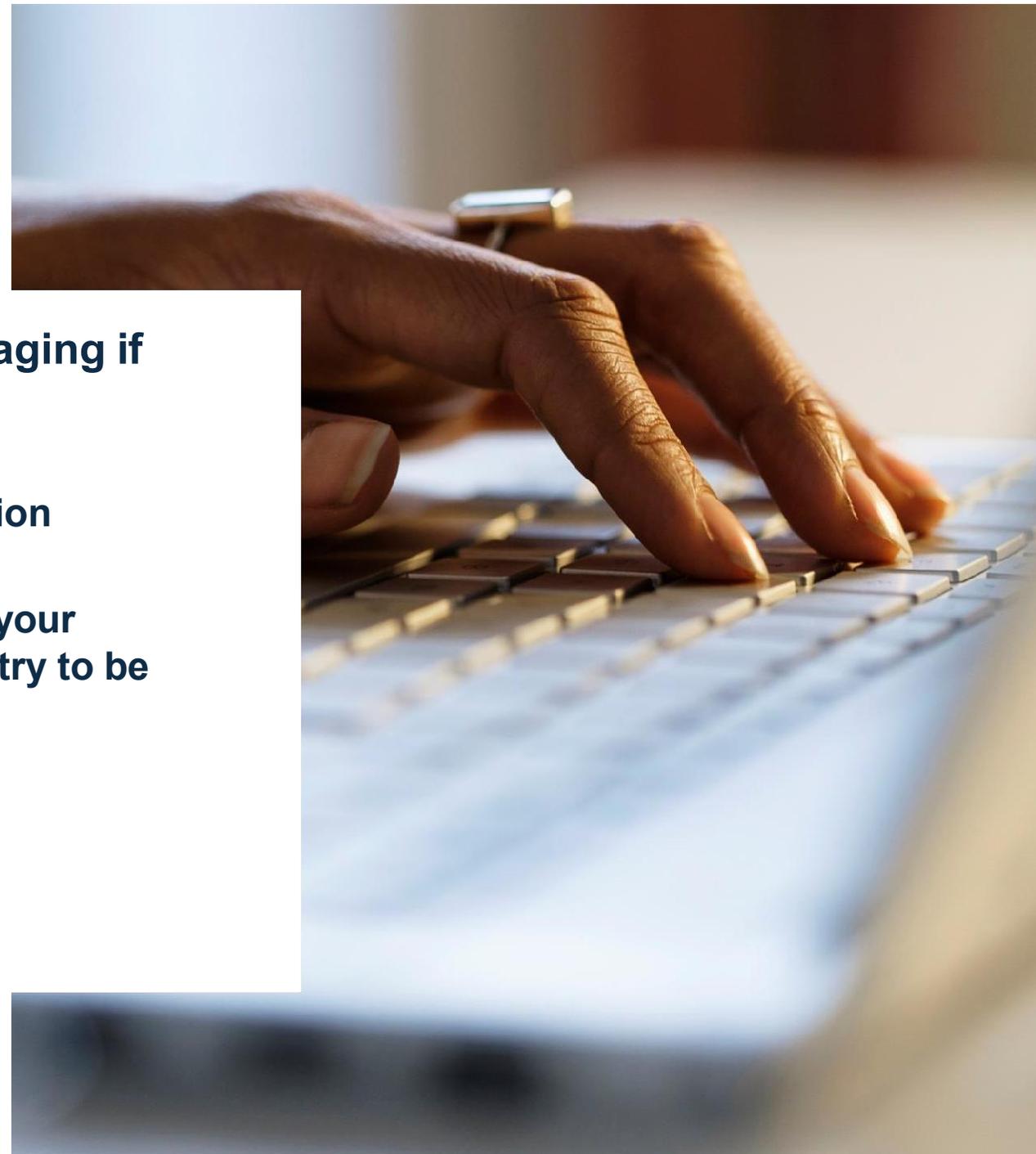
2040  65 %



Take aways

- Ask your supplier of plastic packaging for packaging with post-consumer recycled content.
- Perform test on small scale to be ready for 2030

New reporting obligations



You will have to report and pay for your packaging if you :

- **Export building materials to a foreign construction company**
- **Are a producer of transport packaging and sell your transport packaging to a company in your country to be used as packaging**

Take aways

- **Check with the EPR organisation of your country if you have a responsibility (risk of retro-active payments)**

Be PPWR ready !

Key take aways

Prevention : Examine the packaging your are using and try to reduce the amount of packaging

Recyclable : Improve the recyclability of your packaging by reducing printing and coloured packaging. Ask recyclability information to your supplier of packaging.

Reuse : Make use of existing pool systems for packaging of building materials.

Recycled content : Ask your supplier of packaging for plastic packaging with post-consumer recycled content and perform test this packaging on small scale to be ready for 2030

Reporting : Check with the EPR organisation of your country if you have a responsibility for reporting and paying for your packaging (risk of retro-active payments)





CONTACT



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