



PRODUCT PACKAGING COMPLIANCE MANUAL

The definitive, in-depth standard for all product packaging specifications and guidelines.

Flier No 3: The Future of EPR & The Circular Economy

Beyond Compliance: Preparing for the Future of Packaging

Section	Key Content / Call-to-Action	Target Message
Headline	EPR's Final Frontier: Reuse, Refill & Consumer Labelling (What comes after successful recycling?)	Look ahead to stay ahead.
The Big Picture	The Goal is a Circular Economy: EPR is one step. The next focus will be on mandatory reuse/refill targets and new consumer labelling rules to drive public engagement.	Compliance is a moving target, requiring continuous strategy.
Future Requirements	1. Digital Recycling Labels (DRL): New requirements for clear, digital consumer information on how to dispose of the packaging correctly (e.g., UK's new mandatory labelling). 2. Deposit Return Schemes (DRS): Mention the upcoming or expanding schemes for beverage containers, which will operate alongside EPR for certain products. 3. Reuse Targets: Highlight how reusable or refillable packaging can be exempt from EPR fees, providing a compelling long-term solution.	Prepare for new consumer-facing obligations.
Actionable Step	Start a Reusability Pilot: Encourage the business to identify one product line for a reusability pilot to learn the logistics and benefit from future fee exemptions.	Embrace reuse to future-proof your product lines.