

PPWR

clearly explained

General customer information from MAG GmbH on packaging and packaging waste.

Version 1.0	30 July 2026	Standard information for customers & business partners
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In brief

Regulation (EU) 2025/40 on packaging and packaging waste (PPWR) generally applies from 12 August 2026. Individual requirements apply at later dates or only after supplementary EU legal acts have been adopted.

The PPWR concerns packaging and packaging waste. It must be considered separately from product-related requirements for cables, adapters and accessories, such as RoHS, REACH, product safety or CE-related legislation.

Our approach

Role-based assessment MAG assesses obligations by reference to the specific packaging, our role in the supply chain, the market concerned and the legal position applicable at the relevant time.	Phased implementation Applicable registration, reporting, extended producer responsibility, labelling and documentation obligations are considered in accordance with their statutory application dates.	Item-specific information For specific enquiries, we assess which packaging-related information is reliably available from our own documentation or from upstream suppliers.
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Important clarification

This general customer information is not an item- or packaging-specific EU declaration of conformity under Article 39 PPWR.

Keeping statements reliable

Parts of the technical framework of the PPWR are still being specified by delegated acts, implementing acts, harmonised standards and guidance from authorities. Our information therefore always relates to the specific packaging and to the legal and factual information available at the time of assessment.

- No general statement that a cable, adapter or accessory is “PPWR compliant”; the PPWR concerns the packaging.
- No general guarantee that all packaging is fully recyclable, reusable or contains a specified proportion of recycled content.
- No confirmation of compliance with all present and future requirements in every EU Member State or in every distribution and import scenario.
- No certification, test certificate, guarantee of characteristics, assumption of liability or contractual quality agreement.
- No automatic signature or confirmation of external, customer-specific questionnaires, declarations, contractual annexes or framework agreements.

Standard statement

MAG GmbH assesses the sales, grouped, transport and e-commerce packaging it supplies against the legal requirements applicable in each case. Relevant factors include the specific packaging type, our role in the supply chain, the market concerned and the legal position applicable at the time of assessment. Applicable packaging-law obligations are incorporated into our processes in accordance with their statutory application dates. This general information does not constitute an item- or packaging-specific EU declaration of conformity, certification or guarantee of characteristics.

Item-specific enquiries and responsibility

For a specific assessment, please provide the item number, packaging variant, destination country, intended distribution model and the precise information required. On this basis, we assess which information can be provided reliably. Availability may depend on upstream supplier data and on legal details that have not yet been finalised.

Each economic operator remains responsible for identifying and fulfilling its own obligations. This applies in particular where packaging is changed, relabelled, marketed under another trade mark, imported, sold directly or made available in another Member State.

Contact and legal notice

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Legal basis and guidance

Regulation (EU) 2025/40; European Commission Notice C/2026/3084; official information published by the German Central Agency Packaging Register.

The applicable legislation and official interpretations in force at the relevant time take precedence.

Notice: This customer information is general standard information issued by MAG GmbH and does not replace individual legal advice. Binding commitments arise only from explicit written agreements.