



PULP PACKAGING

SINGLE USE MOLDED PULP IS EXEMPT FROM THE NEW EUROPEAN PACKAGING WASTE REGULATION RULES ON LABELING.



Single-use molded pulp inserts do not need to have QR Code on every insert.

* QR codes are not required



THE EXEMPTION FOR SMALL OR COMPLEX COMPONENTS

Additionally, Article 12(5) handles physical constraints where a piece of packaging is either too small or cannot be easily stamped due to its material structure. QR code cannot be embossed due to the molded pulp's material structure.

This clause establishes that where printing or engraving directly on the packaging component is impossible due to its nature, size, or material, the required information can instead be affixed to the grouped packaging or outer sales unit.

We can emboss the recycled logo (21 PAP)

Molded pulp can be embossed with the recycled material identification mark "21 PAP" to clearly communicate recyclability.



The exemption for small or complex components

The PPWR provides an exemption for small or complex components where printing or engraving directly on the packaging component is impossible due to its nature, size or material.

In such cases, the required information can instead be affixed to the grouped packaging or outer sales unit.

Why use foam when you can use molded pulp?



Better for the planet



Stronger brand choice



Responsibly sourced



Voluntary use case

While not required, many brands choose to stamp a voluntary QR Code onto molded pulp inserts to:

- ✓ Replace paper user manuals.
- ✓ Provide product setup instructions.
- ✓ share sustainability information.
- ✓ Enhance brand storytelling

This is entirely optional

MOLDED FIBER

*** Minimum Order Quantity of only 500 pieces. Typical Mold Costs Under \$1,000**



Why molded pulp supports PPWR goals:

- ✓ Plastic-free & made from renewable fibers.
- ✓ 100% Recyclable in paper waste streams.
- ✓ Supports reduction of packaging waste.
- ✓ Helps brands meet sustainability commitments.
- ✓ Aligns with the EU's circular economy objectives.



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