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.

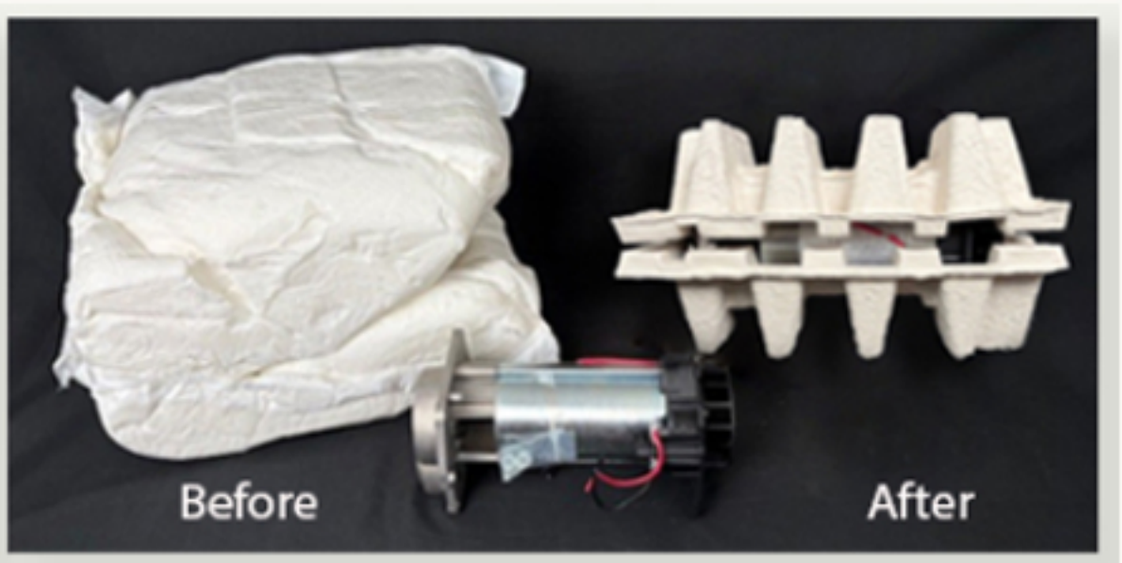
The exemption for small or complex components

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.

***PPWR* regulations that go into effect January 1, 2030 say that 50% or more of the space in a package must be used by the product itself. Our molded pulp products are classified as "void fill" [Article 24, PPWR] not as part of the product space and thus must take up <50% of the inside package space.**

We are mindful in our designs to ensure we meet these regulations now to future proof products that are or, plan to be, shipped to the European market.



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 USE FOAM WHEN YOU CAN USE MOLDED PULP?

Better for the planet · Stronger brand choice · Responsibly sourced

Why molded pulp supports PPWR goals:

- Plastic- free & made from renewable fibers.
- 100% Recycable 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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