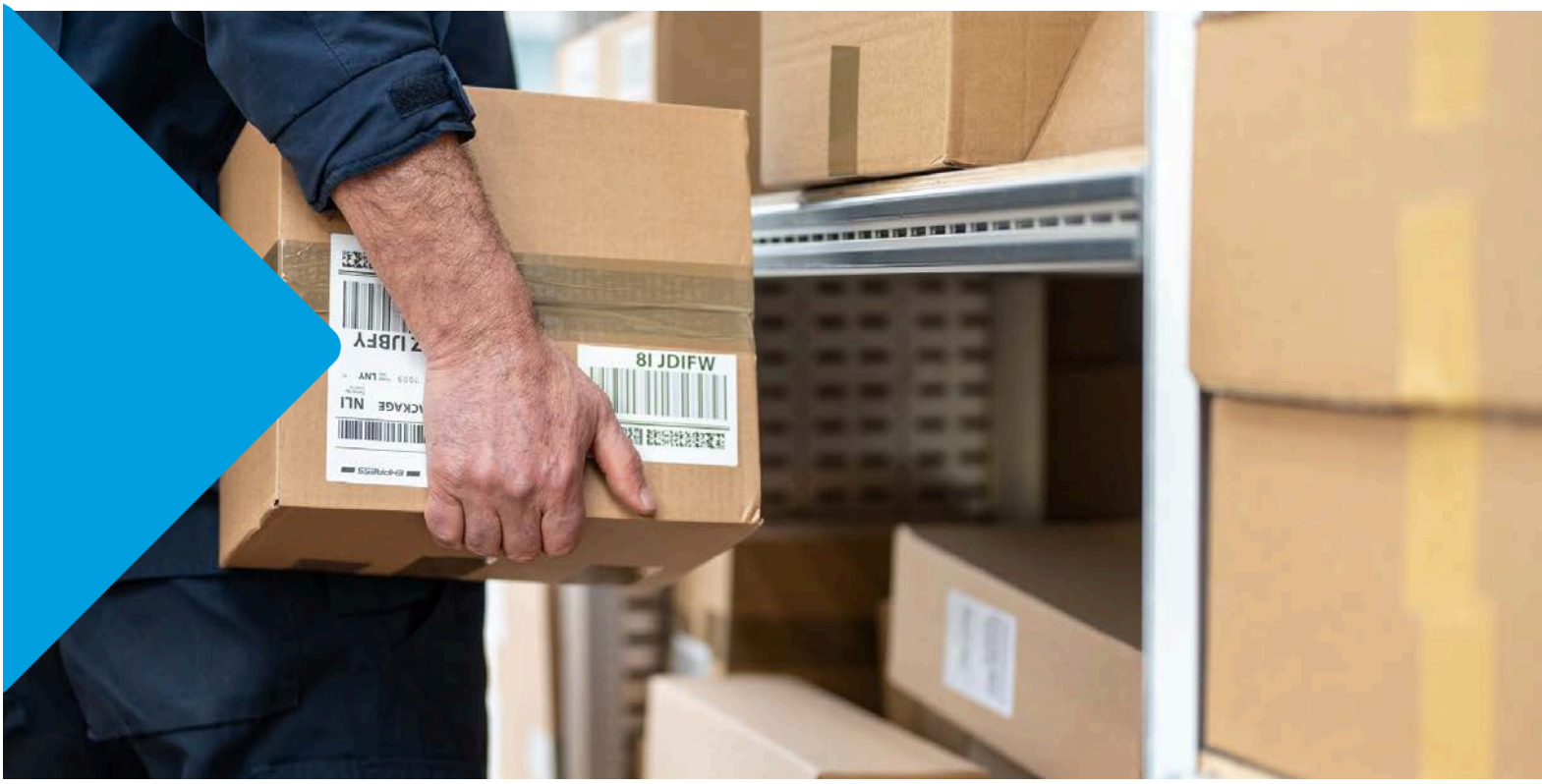
EU REGULATION 2025/40

TURN REGULATORY CONSTRAINTS INTO A LOGISTICS ADVANTAGE



Long overlooked, packaging has now become a central link in modern supply chains. With the upcoming entry into force of European Regulation EU 2025/40, the design, management, and traceability of packaging are now under the spotlight.

Gone are the days of artisanal packaging or excessive packing tolerated for speed. From now on, every parcel must be leaner, smarter, and more traceable—in other words, compliant and relevant.

While this new regulatory framework may initially seem like an additional burden for logistics teams, it also represents—above all—a tremendous opportunity: to boost performance, reduce hidden costs, secure operations, and improve the company's environmental footprint.

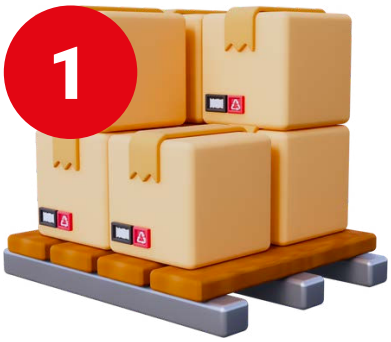
So, how can this obligation be turned into a strategic lever?

1/ WHAT EU REGULATION 2025/40 ACTUALLY CHANGES

EU Regulation 2025/40 (formerly PPWR) does more than encourage best practices: it imposes a strict set of standards that will deeply reshape packaging strategies for companies operating in the European market.

Key changes to anticipate now include:

1. REDUCTION OF EMPTY SPACE IN PARCELS
2. MANDATORY RECYCLABILITY
3. BAN ON CERTAIN MATERIALS
4. HARMONIZED LABELING AND TRACEABILITY



REDUCTION OF EMPTY SPACE IN PARCELS:

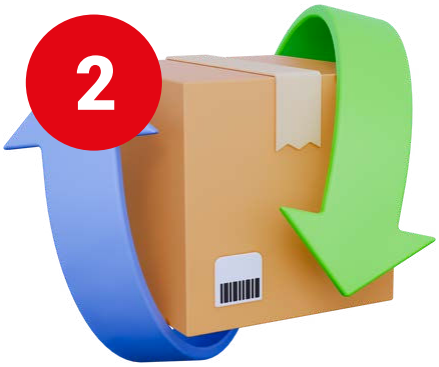
A major aspect of the reform concerns adjusting packaging volume as closely as possible to the shipped products. By 2030, every company must ensure a minimum fill rate of 50% for their parcels.

Exceptions: The cosmetics and toy sectors will be reassessed by 2032.

This means:

- Strict limitation of empty space in parcels,
- Ban on unjustified over-packaging,
- Requirement to justify parcel design during inspections.

For logistics teams, this implies systematic resizing of packaging and potentially a complete overhaul of manual or semi-automated packing lines in favor of fully automated solutions.

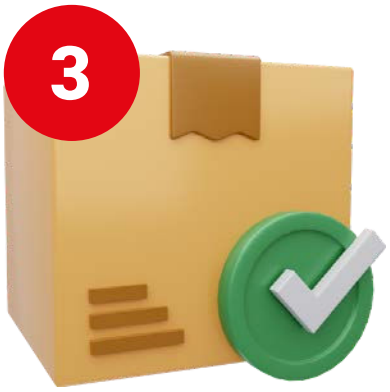


MANDATORY RECYCLABILITY

From 2030, all packaging placed on the market must be recyclable, reusable, or compostable according to precise technical criteria. Transport packaging—pallets, films, etc.—must also be included in a reuse cycle. Each packaging item will receive a score: below C (less than 70% recyclable), it will no longer be allowed on the market.

Implications include:

- Stricter material selection (end of multi-layer plastics, emphasis on recycled cardboard),
- Greater focus on packaging design from the conception stage,
- Optimized reverse logistics for reusable packaging.



BAN ON CERTAIN MATERIALS

The regulation also bans materials deemed non-sustainable or non-recyclable, such as:

- PVC packaging,
- Non-recyclable plastic films,
- Certain fillers (foam, polystyrene, etc.).

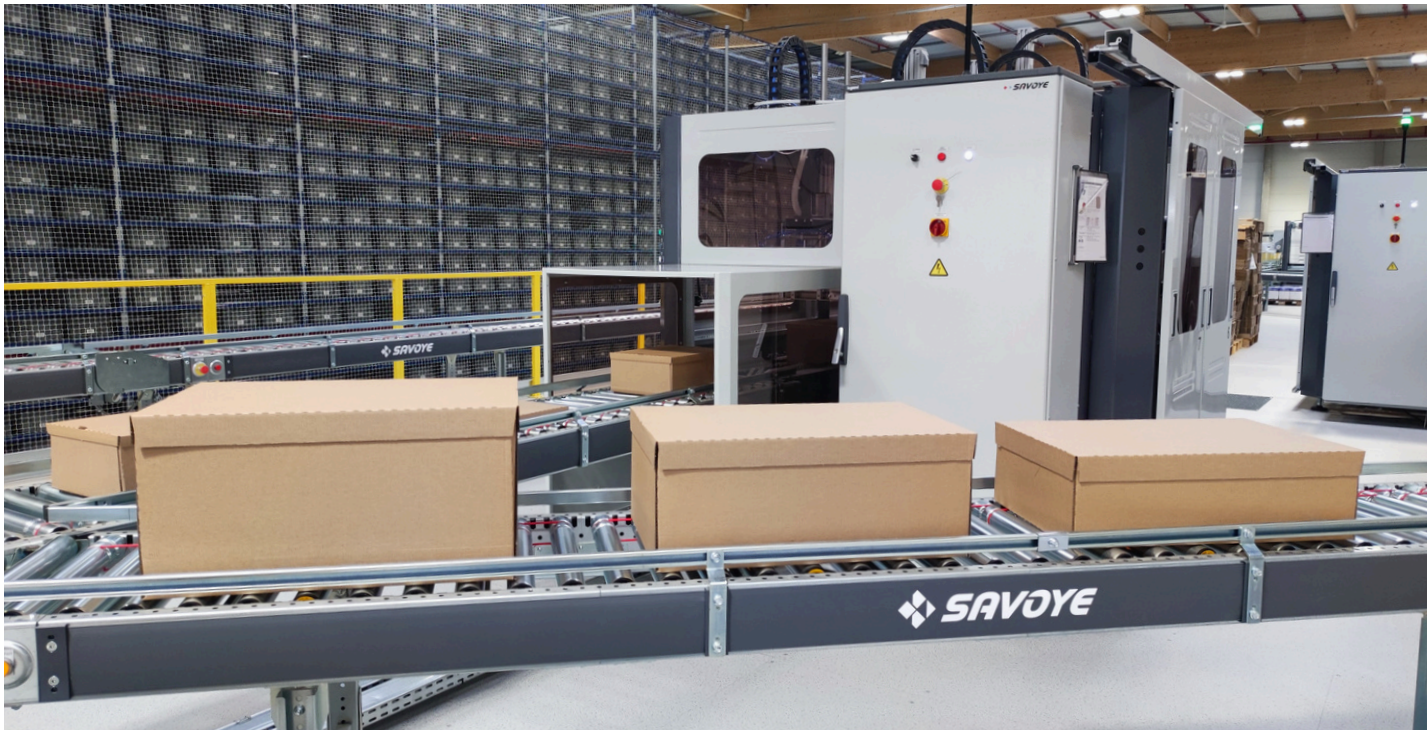
It is therefore essential to quickly map the materials used in your processes and identify compatible alternatives while maintaining requirements for durability, weight, and cost.

HARMONIZED LABELING AND TRACEABILITY

The regulation introduces EU-wide labeling rules, with clear pictograms and/or standardized QR codes to trace material origins and recycling instructions.

This is crucial for transparency but can increase operational workload if labeling remains manual. Teams must integrate packaging traceability into WMS and ERP systems to maintain compliance.

2/ WHY SIMPLE ADAPTATION WILL NOT BE ENOUGH



Faced with these new constraints, the temptation is to take a minimal approach: slightly adjust packaging, add a pictogram, and document flows manually.

But this defensive posture carries real risks:

- Hidden costs: Multiple manual micro-adjustments consume time, tie up teams, and create bottlenecks.
- Inconsistencies across warehouses: Different practices at various sites or logistics providers can cause compliance gaps.
- Non-compliance and penalties: Traceability must be demonstrable at all times, under threat of fines, customs blocks, or reputational impact.

In short, manual adaptation will not be sustainable at scale. Only structural, automated transformation can meet both regulatory requirements and operational performance goals.

The solution? Automate, support, and structure!

3/ SMART PACKAGING & AUTOMATION: TANGIBLE, MEASURABLE LEVERS

Logistics automation technologies are no longer a luxury—they are a concrete tool for regulatory adaptation. Better yet, they create lasting value beyond simple compliance.

AUTOMATIC PARCEL VOLUME OPTIMIZATION

Automated packaging systems dimension each parcel in real time according to the order.

Benefits include:

- Up to 60% reduction in empty parcel space,
- Elimination of unnecessary filler materials,
- Decrease in average parcel size.

Result: fewer trucks, lower CO_2 emissions, and reduced cost per shipment.

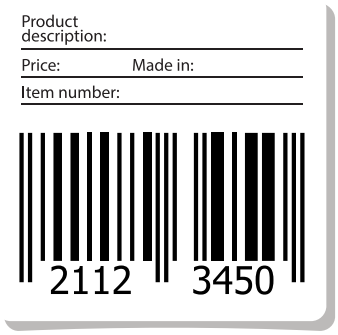
INTEGRATED TRACEABILITY

Next-generation WMS and logistics software now include packaging traceability modules, enabling:

- Tracking of materials used for each order,
- Automatic generation of compliance proof,
- Anticipation of discrepancies before inspections or external audits.

This ensures reliability, responsiveness, and peace of mind for logistics managers.

AUTOMATED, COMPLIANT LABELING



With dynamic QR codes or automated standardized labels, it is now possible to:

- Ensure easy readability for the end consumer,
- Meet requirements across European markets,
- Reduce human workload at packing stations.

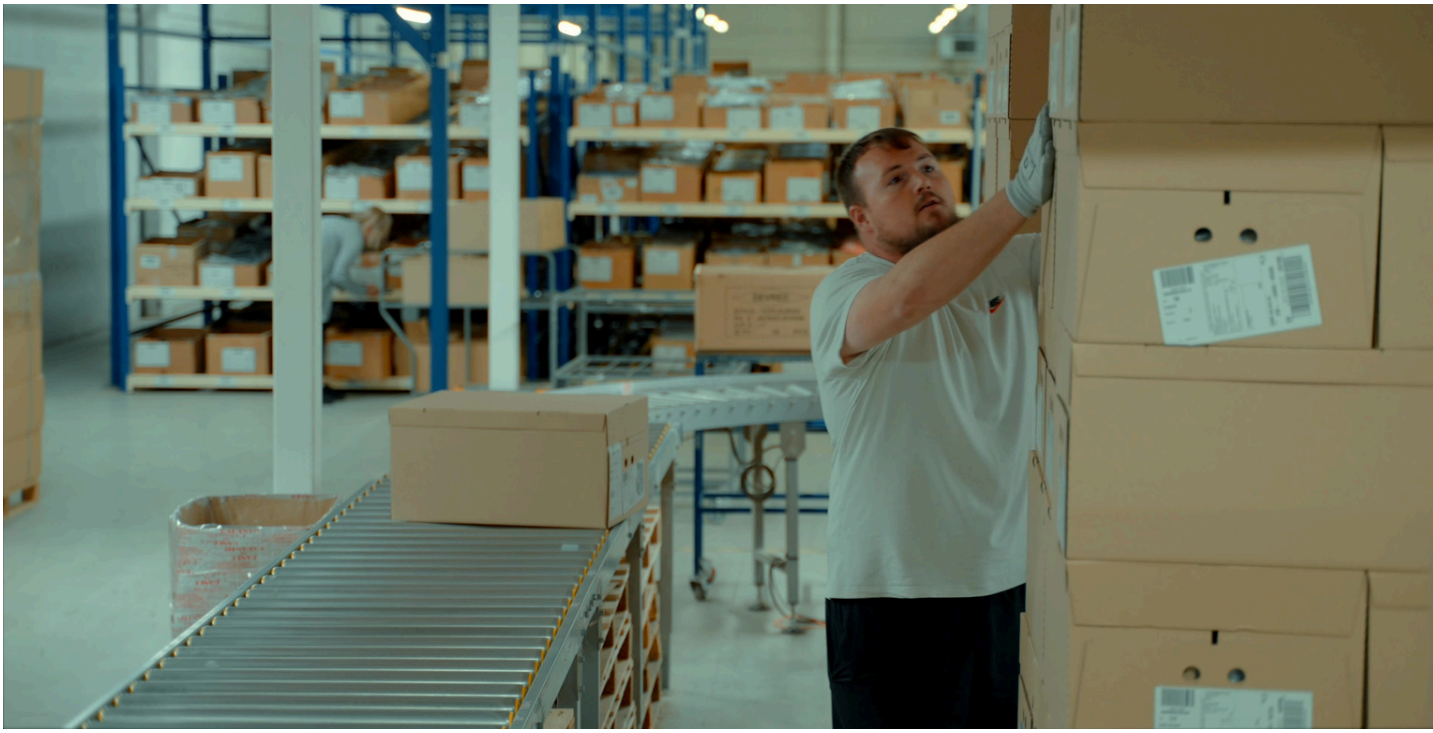
Faster, more consistent, safer, and less error-prone.

MULTI-SITE STANDARDIZATION

Automation also provides a major strategic advantage: harmonizing best practices across all logistics sites, whether internal or outsourced.

No more divergences across teams or suppliers: you regain control over your packaging and data and secure your large-scale CSR commitments.

EXAMPLE



Consider an industrial distributor handling 4,000 parcels/day in its main warehouse.

Before transformation (manual packing):

- Average fill rate: 43%
- Lots of empty space (requiring filler)
- Excess transport volume
- Poorly secured parcels and products

After implementing automated packaging solutions (e.g., SAVOYE PAC 600 and JIVARO) coupled with a WMS with parceling and traceability modules:

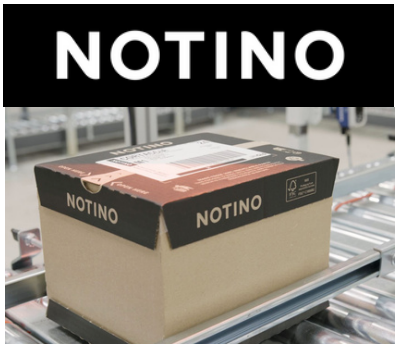
- Average fill rate: 78%
- Filler completely eliminated
- Volume reduced by 60 m^3/day
- Equivalent to avoiding one truck per day

Visible ROI, reduced carbon footprint, and sustainable compliance with EU Regulation 2025/40.

4/ SPECIFIC CASES

For over 75 years, Papeteries PICHON has specialized in distributing school supplies. Automating their packaging line strengthened their eco-responsible approach. Results: 20 tons of cardboard saved annually and 30% more space in trucks—equivalent to eliminating one out of three trucks thanks to reduced parcel void.

🎬 Watch the video >>> PICHON video

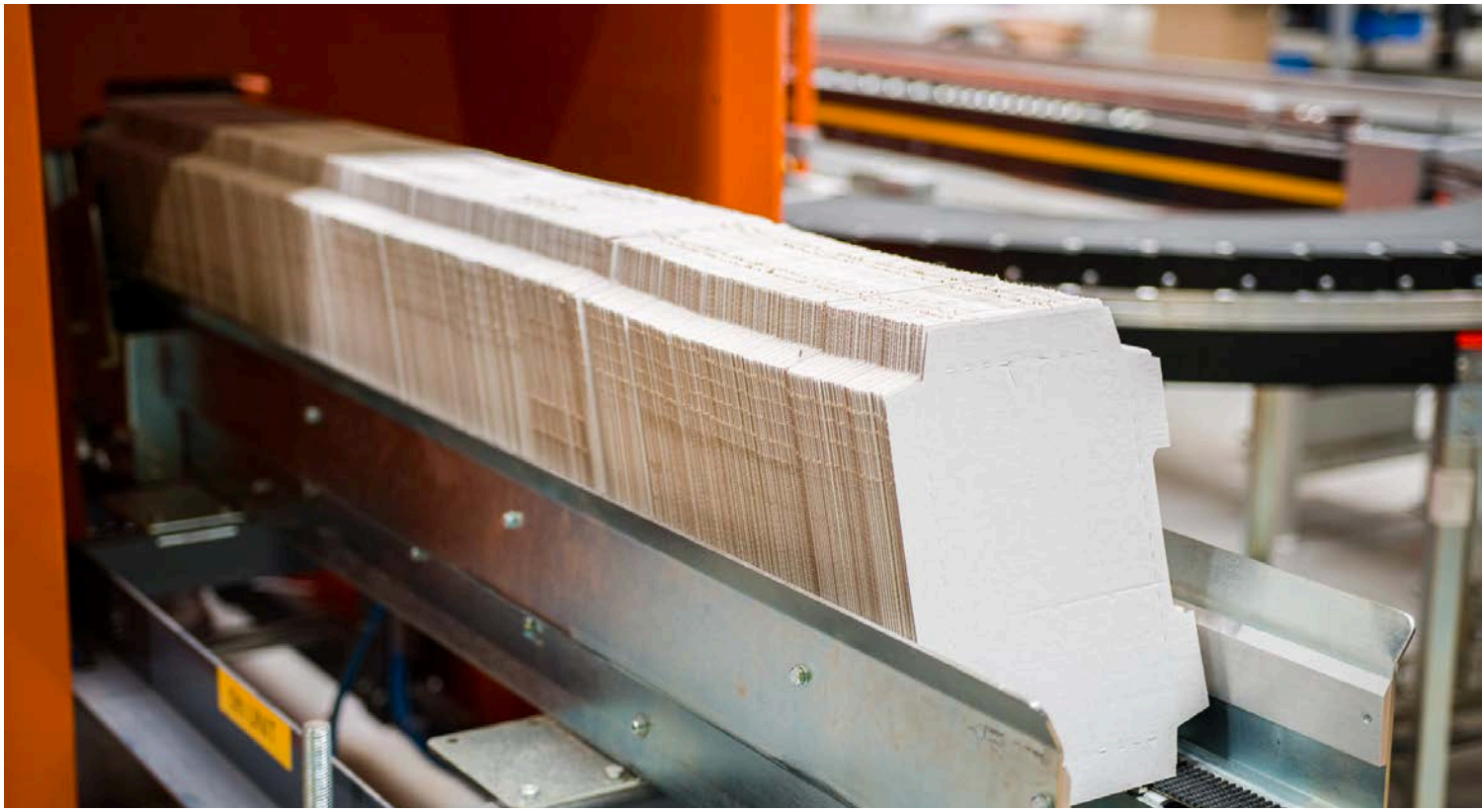


Notino, a leading European e-commerce player in beauty with over 100,000 products and 2,500 brands:
"Thanks to SAVOYE solutions, we now ship parcels perfectly sized for each order. Result: less void, less transport, lower emissions—without compromising product protection." – Jaroslav Rehurek, Global Logistics Development, Notino

🎬 Watch the video >>>NOTINO video

Specializing in e-commerce logistics, Active Ants (Netherlands, founded 2010) emphasizes sustainability, minimizing its ecological footprint through eco-friendly packaging and responsible logistics.
"ACTIVE ANTS aims to be one of the most eco-responsible e-logisticians in Europe. We believe SAVOYE and the JIVARO packaging solution can help us achieve this." – Jeroen Dekker, Founder, ACTIVE ANTS

🎬 Watch the video >>> ACTIVE ANTS video



EU Regulation 2025/40 might seem like yet another constraint, a complex text adding pressure on already-stressed logistics teams.

But that misses the point: this reform is a unique opportunity to reinvent your flows, creating a more agile, greener, and resilient supply chain.

By adopting a structured, automated, and tool-driven approach, you can:

- Reduce costs (materials, transport, waste management)
- Ensure process reliability across Europe
- Strengthen your brand image with clients and partners
- Prepare for future regulatory and environmental requirements

In short: don’t suffer the regulation—turn it into a driver of logistics innovation and a catalyst for sustainable transformation.