



International Akademie Fresenius Conference

# Implementing the PPWR

+++ ONLINE CONFERENCE +++

21 May 2026

## Highlights

EU regulatory overview and sector-specific implications

- PPWR challenges and opportunities for plastic
- PPWR challenges and opportunities for corrugated board
- Implementing the PPWR in a changing political environment

Compliance, industry preparedness and technical challenges

- Green Claims: "Recyclable", "Plastic-Free", etc.
- PPWR from a food industry perspective
- PPWR and adhesives
- Practical performance and safety of mechanically recycled polyolefins



## The Experts

**Kareen Desbouis** Carton Ondulé de France (COFEPAC) | **Martin Engelmann**  
IK Plastic Packaging Association Germany | **Thomas Gude** Independent Consultant | **Bärbel Hintermeier** LEKKER Partners | **Martin Kreutzer** Nestlé Research | **Alexandra Ross** H.B. Fuller | **Thomas Simat** Dresden University of Technology | **Wolfgang Trunk** European Commission | **Manica Ulcnik-Krump** Interzero Plastics Innovation | **Representative of Elipso (French Plastic and Flexible Packaging Association)**

# Thursday, 21 May 2026

Timings are in  
Central European Summer Time CEST.

## Morning Session | 09:45 – 13:10 CEST

Welcome address by Akademie Fresenius and introduction by the Chairs

Thomas Simat, Dresden University of Technology, Germany

Thomas Gude, Independent Consultant, Switzerland

The presentation slots include sufficient time for questions and answers.

## EU regulatory overview & sector-specific implications

### The EU Packaging Regulation – challenges and opportunities for plastic

- National interpretation in Germany vs. EU-level PPWR governance
- Enforcement and risk of contradictory obligations

Martin Engelmann, IK Plastic Packaging Association Germany

### The EU Packaging Regulation – challenges and opportunities for plastic – view from France

Representative of Elipso (French Plastic and Flexible Packaging Association), France (confirmed)

### The EU Packaging Regulation – challenges and opportunities for the corrugated board sector

- National interpretation vs. EU-level PPWR governance
- Enforcement and risk of contradictory obligations

Kareen Desbouis, Carton Ondulé de France (COFEPAC), France

### Implementing the PPWR in a changing political environment

- How the Commission will operationalise the PPWR
- Expected secondary legislation
- Interaction with chemical legislation (REACH, CLP, COM's sustainability study)

Wolfgang Trunk, DG Environment, European Commission, Belgium

### Panel discussion on practical sector concerns and the EU-level "big picture"

## Afternoon Session | 13:40 – 17:20 CEST

## Compliance, industry preparedness & technical challenges

**Green Claims in transition: 'Recyclable', 'Plastic-Free' & Co. in packaging advertising between EmpCo Directive, the PPWR and current case law**

- EU regulatory architecture: Interplay between the EmpCo Directive and the PPWR in regulating environmental claims for packaging
- Current case law in Germany on recyclable etc.
- Harmonisation and claim permissibility: "Recyclable", "plastic-free" and "compostable" under future EU-wide packaging standards and substantiation requirements

Bärbel Hintermeier, LEKKER Partners, Germany

### PPWR from a food industry perspective: How to ensure preparedness for upcoming regulatory requirements

Martin Kreutzer, Nestlé Research, Switzerland

### PPWR and adhesives for packaging

Alexandra Ross, H.B. Fuller Deutschland, Germany

### Practical performance and safety of considerations of mechanically recycled polyolefins for contact-sensitive applications under PPWR

- Real-world assessment of mechanically recycled polyolefins (HDPE, PP, LDPE) for contact-sensitive uses (personal care, cosmetics, consumer products)
- Comparison of PCR and PIR materials in terms of quality, availability, and regulatory compliance
- Analysis of 2025 data on recyclate purity and potential NIAS relevant to contact-sensitive applications
- Evaluation of design-for-recycling practices and gaps between PPWR assumptions and industrial realities

Manica Ulcnik-Krump, Interzero Plastics Innovation, Slovenia

## 15th International Conference Residues of Food Contact Materials in Food

28-29 October 2026 in Dusseldorf/Germany  
and via Live Stream

[www.akademie-fresenius.com/fcm](http://www.akademie-fresenius.com/fcm)

## 9th International Conference Food Allergens

1 and 2 December 2026 in Mainz  
(near Frankfurt)/Germany and via Live Stream

[www.akademie-fresenius.com/foodallergens](http://www.akademie-fresenius.com/foodallergens)



Information available online at:  
[www.akademie-fresenius.de/3957](http://www.akademie-fresenius.de/3957)

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# Registration

By web [www.akademie-fresenius.de/3957](http://www.akademie-fresenius.de/3957)  
By email [registration@akademie-fresenius.com](mailto:registration@akademie-fresenius.com)



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## Participation Fee: € 795.00 plus VAT

Representatives of an authority or a public university are eligible for a reduced fee of **€ 495.00 plus VAT** per person (please provide evidence). The reduced fee cannot be combined with other rebates.

If you are unable to attend the online event, you can order the event documentation for **€ 295.00 plus VAT**. It will be available after the online event through the download area of our website where you will find the latest versions of the presentations as pdf files.

[www.akademie-fresenius.de/3957](http://www.akademie-fresenius.de/3957)

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## Do you have any questions?



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## The Organisers

For more than 30 years, Akademie Fresenius has been your partner for practice-orientated training on all the latest topics surrounding the safety and quality of food, consumer goods and chemical products along the whole production chain. Our portfolio not only includes international conferences but also offers national trade meetings, intensive practical seminars and training in small work groups.

Our events are designed to promote an active exchange amongst our participants and offer the perfect platform for bringing the industry, the scientific sector, the authorities and the consulting field together. Excellent service, all-inclusive. Our wide-ranging advanced training opportunities contribute to giving our customers the competitive edge in all quality assurance, risk assessment, legal, production and technical questions.

Akademie Fresenius is a joint venture between Carl Remigius Fresenius Education Group, one of the largest private and independent education groups in Germany, and SGS Institut Fresenius, one of the leading German providers of chemical laboratory analysis.

You can find details on upcoming and new events at  
[www.akademie-fresenius.com](http://www.akademie-fresenius.com)

## Who should attend this online conference?

- Professionals and managers from food manufacturing, food retail, and companies across the food and consumer goods packaging value chain
- Practitioners and specialists in quality assurance, regulatory affairs, product development, and marketing
- Buyers/procurement specialists of packaging materials and packaging experts

## How will this online conference work?

Our online conference will be live – with interactive participation – and will be held in the English language. The conference will be conducted using the meeting tool Zoom. Prior to the conference, we will provide you with your login details, which will allow you to participate and ask questions from your preferred location. Simply log in on the day of the conference – and away you go!

**Terms of Participation and Purchase:** The registration fee includes the participation in the online event and the event documentation for download. You will receive written confirmation of your registration. Upon receiving our invoice, please transfer the amount due without further deductions before the event begins.

**Group Reductions:** For joint bookings received from one company we grant a 15% discount from the third participant onwards.

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