

PRESS RELEASE

PPWR:

CONTAINER GLASS INDUSTRY WELCOMES EP DECISION TO PROTECT DISTINCTIVE PACKAGING DESIGNS

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The European Container Glass industry welcomes the outcomes of the European Parliament Plenary session vote on the Packaging and Packaging Waste Regulation (PPWR) designed to make the packaging sector a key contributor to the EU Circular Economy.

Industry applauds EP recognition of the key role of packaging design to convey product identity, brand recognition & value of high-quality EU products. We now call on the Council of the EU also to ensure adequate protection of all Intellectual Property rights and therefore of distinctive and iconic products that rely on them.

Our industry appreciates that MEPs have recognised the vital role of Intellectual Property Rights for packaging design. *“Packaging is an inherent part of the product and by its design it helps consumers recognise brands and make informed choices. Unique and creative packaging shapes are a key touchpoint on the shelves for all consumers”*, comments Adeline Farrelly, Secretary General of FEVE. *“Protecting Intellectual Property Rights is a major step forward in safeguarding creative designs and the fundamental role of packaging in product differentiation, identity, brand recognition and value creation.”*

Furthermore, the industry appreciates the EP’s decision to maintain the ambitious packaging waste reduction targets while maintaining a level playing field. *“The Parliament’ vote mitigates against the risk that heavier but circular materials like glass are replaced by lighter packaging materials, but which are harder to recycle or reuse.”*, adds Adeline Farrelly.

We welcome the EP’s support for more ambitious recyclability measures. Adeline Farrelly commented: *“the introduction of recyclability performance grades rewarding packaging that can be recycled multiple times and that can feed into a closed material loop scheme is a major milestone. These grades have the potential to incentivise materials like glass that is infinitely recyclable in a closed product loop.”*

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About FEVE

FEVE is the association of European manufacturers of glass containers. The glass packaging industry generates 125 000 direct and indirect jobs thanks to 160 Container glass production sites in Europe producing a wide range of glass packaging products for food and beverages, perfumery, cosmetics and pharmacy for European and global customers. FEVE members have plants in 23 European countries. Container glass is one of Europe’s best recycled products. See more on www.feve.org.

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