

Prepare Your Packing Operation for PPWR

The EU's Packaging and Packaging Waste Regulation (PPWR) applies to any business shipping goods into the EU market — including companies based outside Europe. As packaging requirements tighten, manual packing decisions become increasingly difficult to validate, measure, and defend at scale.

Why Act Now?

- The first major PPWR deadline arrives August 12, 2026.
- Delaying changes increases operational disruption, costs, and operational risk.
- Early action creates more resilient, efficient fulfillment operations.
- Similar packaging regulations are already emerging across the US, making preparation valuable beyond the EU.

A Packing Control System (PCS) Built For Compliance

Proven Sustainable Impact

22%

Less air shipped per order

14%

Reduction in scope 3 emissions

1B+

Customer packs processed

Pack Every Order Smarter

PacAPI, a 3D cost-aware cartonization engine, analyzes item and box dimensions in real time to determine the optimal packing configuration for every shipment, supporting consistent, defensible packing decisions.

Optimize Packaging Mix

PacSimulate® analyzes historical shipment data to identify the most effective box and mailer assortment for your operation — helping reduce corrugate usage, void fill, and unnecessary air shipped.

Measure, Monitor, and Improve Performance

PacHealth® tracks progress against PPWR's waste reduction and efficiency targets, pinpointing areas where packaging can be further optimized for compliance.

Control and Configure Your Operation for Compliance

PacManage™ gives ops teams the ability to configure packing rules, manage box inventories, and set constraints across your entire operation — ensuring consistent, compliant packing at scale.