

Table of Packaging Types within the PPWR

Packaging Type	Definition	Examples
Packaging	Item intended for containing, protecting, handling, supplying or presenting products to another economic operator or to an end-user.	Jam jar, pallet, glass rack, box, barrel, beer crate, IBC, wine bottle, shampoo bottle
Transport packaging	Packaging for the handling and transport of one or more sales units or a collection of sales units to facilitate dispatch and prevent damage to the product resulting from handling and transport, excluding road, rail, ship and air freight containers.	Pallets, crates, boxes, IBCs, glass racks
Packaging for e-commerce	Transport packaging used to deliver products in the context of online sales or other forms of distance selling to the end-user.	Box, polybag, bag
Service packaging	An item designed and intended to be filled at the point of sale to dispense the product.	Meat tray, sandwich bag, cheese bags/foil, carrier bags, drinking cup, ice-cream tub, pizza box, flower foil, zipper bag
Take-away packaging	Service packaging filled at manned points of sale with beverages or ready-made meals, which are packaged for transport and immediate consumption at another location without the need for further preparation, and which are typically consumed straight from the packaging.	Cups, containers, bags, ice-cream tubs
Primary production packaging	Packaging for unprocessed products from primary production: the production, breeding and growing of primary products up to and including harvesting, milking and the production of farmed animals prior to slaughter; this term includes hunting, fishing and the harvesting of wild products.	Packaging for substrates and hay bales, as well as other packaging used by the agricultural industry, up to and including harvesting and prior to slaughter.
Sales packaging	Packaging designed in such a way that it constitutes a sales unit for the end-user at the point of sale, consisting of products and packaging.	Jam jar, shampoo bottle, beverage bottle, cornflakes box, salad tray, cookie tray, sweet wrapper, fruit box, kitchen roll wrapper, etc.
Bulk packaging	Packaging that forms a group of a certain number of sales units at the point of sale. This is regardless of whether it is sold as a single unit to the end-user. The packaging is used to facilitate shelf restocking or to create an inventory or distribution unit and which can be removed from the product without affecting the characteristics of the products.	Box, crate, case