

The role of advanced recycling to prepare for European packaging regulations: a plastic producers perspective

In recent years, Borouge International (formerly Borealis) has made significant progress in improving pyrolysis processing, defining quality requirements and building partnerships to accelerate the market offering of its Borcycle™ C portfolio. As the industry prepares for the implementation of the EU Packaging and Packaging Waste Regulation (PPWR), Borealis is also working on the practical implications for product design, traceability, recycled content ambitions and customer readiness, to help its customers prepare for PPWR. This contribution will therefore not only highlight technology and portfolio developments, but also address how advanced recycling can support regulatory preparedness and help enable high-performance circular solutions in applications where mechanical recycling alone is not sufficient. The combination of technology, market readiness and policy preparation is more and more relevant in these preparational times before the recycling content mandates of the PPWR, and when member states are already steering recycled content with modulated EPR fees.