



PPWR application kicked off amid ongoing legal uncertainty

A few weeks after the Packaging and Packaging Waste Regulation (PPWR) started to apply on 12 August 2026, businesses across Europe are actively preparing for compliance despite many legal uncertainties that still surround its practical application.

The European Commission sought to address some of these concerns through an updated FAQ published at the beginning of August. While the new guidance is welcome, significant questions remain unresolved. The main uncertainty concerns the roles that printers may hold under the Regulation. Depending on the activity concerned, a printer may be considered a manufacturer, supplier, or producer, and in many situations a combination of these roles. The challenge is intensified by the fact that Member States are beginning to develop different interpretations of certain PPWR provisions, creating the risk of diverging compliance expectations across the EU.

At this early stage of implementation, the European Commission has encouraged national authorities to support companies in achieving compliance rather than focus on sanctions. This pragmatic approach recognises that businesses continue to face genuine uncertainty about their obligations.

Pending greater clarity on the allocation of roles under the PPWR, Intergraf advice is straightforward.

For transport packaging used to deliver printed products, printers should collect key information from their packaging suppliers, including weight and material composition. This information can then be shared with customers who may ultimately bear Extended Producer Responsibility (EPR) obligations for the packaging material they receive.

For the production of printed packaging, printers should prepare technical documentation supported by information provided by upstream suppliers. In some cases, a printer may be considered the manufacturer and therefore has to declare compliance. However, this will not be the case systematically, and where required, the declaration of compliance is generally intended to be provided to competent authorities upon request rather than routinely exchanged throughout the supply chain.

Intergraf is calling for greater legal clarity and harmonised interpretations across Member States as this will be essential to ensure consistent application of the PPWR throughout Europe.



EU-funded BLOWRAP project targets paper alternative to plastic bubble wrap

A new European research and innovation [project](#), BLOWRAP, has been launched to support the development of a fully paper-based alternative to conventional plastic bubble wrap.

The five-year Horizon Europe project brings together 14 partners from seven European countries and is coordinated by German company Papair GmbH. With a budget of approximately €19 million, BLOWRAP is co-funded by the European Union through the Circular Bio-based Europe Joint Undertaking (CBE JU).

At the centre of the project is PapairWrap, a protective packaging material made entirely from paper and designed to be collected and recycled through existing paper recycling streams.

A key objective of BLOWRAP is to scale the technology up to industrial production. The consortium plans to establish a demonstration production line in Lower Saxony, Germany, with a working width of 1,200 mm and production speeds of up to 100 metres per minute. The production process will combine technologies including nanocellulose, precision embossing, bio-based coatings and digital production management.

The partners have set several targets for the project and its subsequent market deployment. These include replacing more than 100 million square metres of plastic bubble wrap within five years after the project ends and demonstrating a material recovery rate of at least 90% through paper recycling systems.

By bringing together paper producers, machinery manufacturers, coating specialists, research institutes and universities, BLOWRAP aims to demonstrate that fibre-based protective packaging can be produced efficiently and competitively on an industrial scale.

The project started in June 2026 and will run until May 2031.



Two Sides highlights European campaign progress in first half of 2026

Two Sides has [published](#) its January–June 2026 European Campaign Update, outlining recent activities and achievements across the Two Sides, Love Paper and Anti-Greenwash campaigns.

A major focus during the first half of the year has been the development of a new digital experience for both Two Sides and Love Paper. The redesigned Love Paper [website](#) is now live, offering new visuals, improved navigation, an expanded library of research and resources, and fresh content for members, brands and consumers. A redesigned Two Sides website is also due to launch soon.

Two Sides has also continued its regular review of campaign materials to ensure that the facts, statistics and sustainability information it provides remain accurate and up to date. Resources are refreshed every two years using trusted sources and are reviewed by the organisation's marketing and sustainability groups, giving members reliable information to use in discussions with customers and other stakeholders.

The Anti-Greenwash campaign remains another key area of activity. Two Sides continues to challenge misleading environmental claims such as “Go green, go paperless” and similar messages suggesting that switching away from paper is automatically better for the environment.

The campaign has already persuaded hundreds of organisations worldwide, including banks, retailers, public authorities and service providers, to amend or remove such claims.

Through these activities, Two Sides continues to promote the environmental credentials of print, paper and paper-based packaging and to provide the sector with practical, evidence-based communication tools.



Denmark invests €2.7 million to encourage reading among young children

The Danish government is allocating DKK 20 million (€2.7 million) to provide books and educational materials to nurseries, kindergartens and childcare providers across the country, as part of a new initiative aimed at encouraging reading from an early age.

Denmark's six central libraries in Gentofte, Roskilde, Odense, Vejle, Herning and Aalborg will be responsible for purchasing and distributing books and supporting educational materials. They will also organise reading activities and provide guidance to childcare professionals on how books and reading can be integrated into everyday activities.

The government says that early exposure to books and reading aloud can support children's language development, imagination and enjoyment of reading. The initiative forms part of a broader effort in Denmark to strengthen children's access to literature and reduce reliance on screens.

The initiative also reflects growing political attention to the role of printed books in children's learning and development.

Danish authorities have highlighted the importance of giving children regular opportunities to engage with stories and literature from an early age, particularly at a time when digital media occupies an increasing share of children's everyday lives.

The new funding follows several recent investments in physical books and reading initiatives. In recent years, Denmark has allocated significant funding for books in childcare institutions and school libraries, including a DKK 540 million investment in primary and lower-secondary schools agreed in 2024.



WPCF brings the global printing industry together in Seoul

The World Print & Communication Congress 2026 brought representatives of the global printing industry together in Seoul, Republic of Korea, from 18–21 August, alongside K-PRINT WEEK.

Hosted by the Korean Printers Association under the theme “The Future of Printing Culture in the Age of AI”, the event combined conference sessions, exhibition visits and technical tours, with discussions focusing on artificial intelligence, digital transformation, sustainability, the circular economy and future market developments.

Intergraf participated in the Congress and in the WPCF (World Print & Communication Forum) meeting, held on 18 August with representatives from printing associations in Europe, Korea, China, India, South Africa, Hong Kong and Nepal. The Board discussed the future direction of WPCF and agreed in principle on proposed mission and vision statements, which will now be further developed. Members stressed the importance of strengthening practical cooperation, sharing experiences between national associations and encouraging more frequent exchanges and visits between printing industries around the world. The possibility of welcoming industry suppliers as associate members was also discussed.

An economic roundtable provided insights into printing markets across the participating regions. Despite significant differences between countries, several common trends emerged: packaging and labels continue to grow, digital printing is gaining importance, AI and automation are becoming increasingly integrated into production, and sustainability remains a major driver of investment and market development.

At the same time, many markets are facing challenges including declining demand for traditional commercial print, pressure on costs and productivity, and difficulties attracting skilled young workers to the industry.

The meeting reinforced WPCF's role as a platform for international exchange and cooperation between printing associations. Members will continue discussions on the Forum's future mission and activities in upcoming months.



Leaders of WPCF Member Associations in Seoul



C+I Conference 2025 in Milan

Intergraf Currency+Identity celebrates 50 years next month

Intergraf Currency+Identity will celebrate its 50th anniversary from 14–16 October 2026 at the Bella Center Copenhagen, marking five decades and 35 editions of bringing together the global currency and identity community.

With just 43 days to go from 1 September, preparations are entering the final stretch. Interest in this milestone edition has been exceptionally strong, with the exhibition now completely sold out. The event will once again bring together leading organisations, experts and decision-makers from across the currency and identity sectors for three days of exchange, networking and discussion.

Over the past 50 years, Intergraf Currency+Identity has evolved alongside major technological, security and market changes, while remaining a trusted international platform for the industry.

The anniversary edition will celebrate the relationships, expertise and collaboration that have shaped the community over five decades, while also looking ahead to the technologies, challenges and opportunities that will define its future.

The Copenhagen edition promises to be a particularly special gathering, combining the event's established international character with a celebration of the people and organisations that have contributed to its development since its first edition.

EVENTS

- Intergraf Currency+Identity 2026 conference, 14-16 October 2026, Copenhagen, Denmark
- Shaping the Future with Packaging 2027, February (date TBC), Brussels, Belgium

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