



Press Release

EPBP launches industry consultation on Design for Circularity for PET bottles

Brussels, December 15th, 2025

The European PET Bottle Platform (EPBP) is initiating an industry-wide consultation to collect stakeholder feedback on the recently developed Design for Circularity (DfC) guidelines for PET bottles. This consultation marks the next strategic step following the publication of the Circularity Protocol and the Quick Test–AIT.Circularity⁽¹⁾, reaffirming EPBP's commitment to supporting the PET value chain in its transition toward true circularity.

The consultation will be open for two months. e.g.: until February 15th, 2026.

DfC represents the evolution beyond today's Design for Recyclability (DfR) Guidelines. While DfR ensures high-quality recycle after a single use, DfC sets a more ambitious benchmark: maintaining material quality and functionality across multiple recycling loops, consistent with EU policy expectations and industry requirements for closed-loop PET systems.

The transition from DfR Guidelines towards DfC Guidelines will be presented in the PETCORE EUROPE Annual Conference on 4th and 5th of February. Launching and using DfC will allow the industry to focus on innovative solutions that drives multi-loop recycling.

The consultation will allow PET producers, converters, brand owners, recyclers, technology providers, and other stakeholders to review and contribute to the DfC framework prior to its finalization. Feedback will help ensure that the guidelines are practical, scientifically robust, and aligned with operational realities across the value chain.

As a liaison organization to the CEN Technical Committee, on top of providing full support to the ongoing CEN standardization project, EPBP remains committed to share progress with CEN on the DfC guidelines to further drive European standardization efforts and reinforce regulatory and market coherence

⁽¹⁾. AIT: Accelerated Impact Test



Industry stakeholders are invited to provide their feedback via the consultation portal:

<https://www.epbp.org/design-guidelines/products>

ENDS

Note to Editors

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About EPBP

The European PET Bottle Platform (EPBP) develops and maintains PET bottle design guidelines for recycling and provides independent, confidential recyclability and circularity assessments of innovative PET bottle packaging solutions during early-stage R&D. EPBP supports the PET value chain in ensuring high-quality recycled material output and contributes to standardization work through its liaison role within the European Committee for Standardization (CEN).

Supported by Natural Mineral Waters Europe (NMWE), PETCORE EUROPE, and UNESDA Soft Drinks Europe.

