

# Legal internship opportunity in industry

## EU regulations on packaging

Version 1.0

01.10.2025

**Contact Person**

Luc Maffli

[luc@creaholic.com](mailto:luc@creaholic.com)



## 1. Context

The EU has profoundly reformed its packaging rules by replacing the former Packaging and Packaging Waste Directive (94/62/EC) with the new Packaging and Packaging Waste Regulation (PPWR, Regulation (EU) 2025/40), which entered into force this year. The PPWR sets requirements across the entire life cycle: reducing the quantity of materials, designing for recycling, banning unnecessary over-packaging, ensuring recyclability, setting reuse targets for certain formats, establishing minimum levels of recycled content, and introducing bans or restrictions on certain specific materials. It also strengthens and harmonizes extended producer responsibility (EPR) as well as labeling and reporting obligations, while providing for sector-specific exemptions.

Creaholic SA, a Swiss innovation factory based in Biel with around forty professional inventors, has developed various low carbon footprint packaging solutions, in particular by using raw wood instead of paper to eliminate the environmental impact of the energy-intensive process of converting wood into pulp. In addition, these products follow a circular approach: the waste is biodegradable, can be recovered as energy wood, or recycled into particle boards.

## 2. Internship description

### 2.1. Objective

The PPWR was not developed with innovative wood-based packaging such as those created by Creaholic in mind. A specific analysis is therefore necessary to understand how they fit within the PPWR regulatory framework.

### 2.2. Axis of analysis

- Identification of requirement areas and general principles
- Compliance of two types of wood-based packaging with the PPWR regulatory framework:
  - Based on solid wood shaped through mechanical pressing (<https://www.creaholic.com/fr/blog/inpressing-la-fondation-suisse-pour-le-climat>, 3 patent filings)
  - Based on wood veneer sheets laminated with a biodegradable or PE film (Arboloom cup <https://www.creaholic.com/fr/our-work/arbloom>, 3 patents)
- Identification of specific aspects (exceptions, etc.) that these packaging solutions may face
- Legal framework for European companies marketing these packaging solutions within the EU, for European companies marketing them outside the EU, and for Swiss companies marketing them within the EU
- Timeline for the implementation of the various regulations
- Suggestions (communication, wood recycling chain, etc.) for the acceptance of wood-based packaging by European companies

### 2.3. Context of the internship

- Integration into Creaholic's homebase of professional inventors in Biel <https://www.creaholic.com/en/about-us/homebase>
- Flexible work hours, home office possible
- Working language: French or English

## 2.4. Career relevance

By integrating Creaholic's team of professional inventors, the intern will have the opportunity to experience a highly dynamic innovation context from the inside.

The PPWR represents a major challenge for a large number of Swiss companies marketing their products in the EU. In addition, there is strong pressure to reduce their environmental impact, and packaging solutions are a low hanging fruit for improvement since they do not require a redesign of products already on the market. In working with our clients, we observe that knowledge of the PPWR regulatory framework currently has significant value in the job market.

## 3. About Creaholic

Since 39 years, Creaholic innovates in products, services and organizations. It has completed more than 1'600 projects with 500 client companies, has invented 250 patent families, launched 3 digital products and 14 spin-offs.

<https://www.creaholic.com/en/about-us>

