



The European PET Bottle Platform (EPBP) introduces the PET Circularity Test — a pioneering tool that simulates multiple recycling loops.

Brussels, 11/07/2025. The European PET Bottle Platform (EPBP), a leading industry initiative dedicated to advancing the circular economy within the PET bottle value chain, is pleased to announce the launch of its **Circularity Test Protocol**. This new protocol marks a pivotal milestone in supporting the PET value chain efforts toward sustainable development and resource efficiency.

Meeting ambitious environmental goals

The launch of the Circularity Test Protocol provides industry stakeholders with a powerful tool to meet ambitious environmental targets. EPBP's Design for Recyclability Test Protocol already aligns with the EU's Packaging and Packaging Waste Regulation (PPWR) and the Circularity Test Protocol can be seen as the next evolution towards true circularity.

"With this new protocol, EPBP reinforces its commitment to fostering sustainable packaging innovations that embody true circularity," said Antoon Spiessens, co-chair of EPBP representing UNESDA.

"This protocol offers industry stakeholders a reliable framework to assess and improve the circularity of PET bottles during their R&D phase," said John McClelland, co-chair of EPBP representing PETCORE EUROPE.

Advancing circularity in PET recycling

Circularity is defined as maximising resource use, minimising waste, extending product lifespans and enabling effective recycling, and forms the cornerstone of European Union (EU) policies and packaging legislation. The Circularity Test Protocol is designed to simulate multiple recycling loops and better address the evolving needs of the PET industry as the content of recycled PET (rPET) increases under EU policies and associated legislation.

Transitioning to the Circularity Test Protocol

EPBP will initially offer both test protocols to applicants seeking a recyclability or circularity assessment. EPBP will collaborate with relevant stakeholders to establish a transition period for the newly developed PET Circularity Protocol and its associated design guidelines. This transition period will enable the industry to prepare for the new design-for-circularity guidelines. These will be announced by EPBP in the near future.

During this transition period, applicants may choose whether to validate their packaging innovations based on either the recyclability or circularity protocols. However, EPBP strongly encourages applicants to begin adopting the circularity protocol. Innovations successfully



validated under the recyclability protocol may face challenges when reassessed against the circularity protocol, emphasizing the importance of early adoption.

For over 17 years, EPBP has played a vital role in providing **design-for-recycling (DfR) guidelines** and evaluating innovative PET bottle packaging solutions based on the PET Recyclability Test Protocol to ensure the production of high-quality recycled PET (rPET). EPBP is proud to be a [liaison organisation](#) with the Technical Committee on Packaging within the European Committee for Standardisation (CEN). EPBP actively contributes to the development of standards and the exchange of best practices across the industry. Evolving the PET test protocol from recyclability to circularity will provide the value chain with a clearer direction in the future, considering the reality of multi-loop recycling.

EPBP remains dedicated to facilitating the understanding and adoption of PET innovations that support recycling efficiency, contributing to a more sustainable and environmentally friendly future.

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Note to Editors

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About EPBP

The European PET Bottle Platform (EPBP) provides PET bottle design guidelines for recycling and offers PET bottle producers an independent and confidential evaluation of the recyclability of their packaging solutions and technologies during their R&D phase where adjustments can still be made to mitigate recycling challenges. EPBP also facilitates understanding of the impact of new PET bottle innovation on recycling processes. EPBP is also a liaison organization to the Technical Committee on packaging within the European Committee for Standardization (CEN). www.epbp.org

EPBP is an industry initiative supported by Natural Mineral Waters Europe (NMWE), PETCORE EUROPE and UNESDA Soft Drinks Europe.



www.naturalmineralwaterseurope.org



www.petcore-europe.org



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