

FAQ supplier I PPWR

Packaging modifications	
What needs to be updated on the primary packaging ?	We will apply a QR code on our primary packaging in the future, which refers to Kaufland as the manufacturer. We will contact you regarding the implementation in due course. We will still add the QR code to ongoing WAVE jobs (up to and including status 6). For all layouts completed in WAVE but not yet printed (status 7), we ask you to coordinate the further procedure with your responsible Kaufland WAVE processor to determine whether another layout revision or immediate printing makes more sense in these cases.
What needs to be adapted on the secondary packaging (trays) ?	You are responsible for applying the QR code to the trays. This QR code will be provided to you by Kaufland shortly and should be applied to the trays as quickly as possible without destroying packaging material (ongoing jobs in WAVE are excluded). Note: The QR must also be applied to unpacked goods (cardboard boxes and outer packaging that are not on the shelf).
What are the implementation guidelines for applying the QR code and the type, batch or serial number to the trays?	Placement: on the bottom or side of the tray 1. Application on the label: If you are already applying a label anyway, you can use it for the markings. 2. Integration into the print design: The QR code can be integrated into the existing print design starting from the next reprint (without additional color). You arrange this application

	independently in coordination with your repro/printing company. Color: Scannability must be ensured, pay attention to sufficient contrast. 3. In-line printing: If you print your trays during the production process, you can apply the QR code during the production process.. Applications on the front are excluded for all 3 variants. . Size: min. 12mm x 12mm max. 20mm x 20mm + necessary clear zone of 2mm all around + type, batch or serial number of the supplier The valid minimum line thicknesses must be observed. Kaufland does not approve the layout with QR code.
Transition Periods and Stock Management	
Until when will Kaufland accept goods without or with not yet adapted manufacturer details?	We accept existing stock as usual (risk-based approach) and do not reject any goods . This allows us to prevent the ecologically and economically harmful destruction of goods. .
Responsibilities	
Who is responsible for creating and maintaining the data for the QR code ?	As part of the packaging adaptation, you will receive the QR code from Kaufland. You do not generate this yourself. Kaufland is liable for the accuracy of the information stored behind the QR code.

I have already assumed the role of the manufacturer and made the corresponding adaptations. What does this mean for me now?	We are aware that the implementation has already involved effort and adjustments on your part. We expressly thank you for this. What this means for the packaging process and the declaration of conformity can be found in the letter dated 14.08.2026 as well as in the questions regarding the packaging adaptation and the declaration of conformity on this page.
Other	
PPWR mailbox: I have not yet received a response to an email sent to ppwr@kaufland.com. What should I consider now?	Emails that reached us before 14.08.2026, 1 pm will no longer be answered . Should your concern persist, please send us another email.
How do I fill out the declaration of conformity ?	You will find an explanatory video here in the Business Partner Portal starting probably from calendar week 37 (<i>link will be inserted here in CW 37</i>). The conformity dossier is only provided in English.
Where can I find further information?	You can find many further questions and answers at: 1) Packaging and Packaging Waste Regulation (PPWR) – Publications Office of the EU and 2) Leitlinien zur Verordnung (EU) 2025/40 über Verpackungen und Verpackungsabfälle. For questions specifically concerning our cooperation, please contact ppwr@kaufland.com. Please understand that we are not permitted to answer your legal questions.