

Ontex's position on mPCR in Packaging

June 2026

In the EU, 40% of all plastics used are for packaging.¹ As part of our 2030 sustainability ambition, we aim for 75% of our primary plastic packaging² to contain recycled content by 2030, where technically and regulatory feasible. By the end of 2025, 40% of our primary plastic packaging already contained recycled content, reflecting steady progress toward this goal. This recycled content includes a combination of post-industrial recycled (PIR), chemical post-consumer recycled (cPCR), and mechanical post-consumer recycled (mPCR) materials.

We also offer packaging solutions that incorporate mechanical post-consumer recycled (mPCR) content, marking significant progress toward this goal and demonstrating the technical feasibility of using recycled materials in our packaging. We continuously monitor evolving regulatory requirements and proactively align our packaging solutions to ensure ongoing compliance across all markets.

Why mPCR matters

Integrating mPCR into our primary packaging reduces reliance on virgin plastics, supports circularity, and helps lower our environmental footprint. The use of mPCR enables us to offer affordable packaging solutions that meet customer and consumer needs, while maintaining the required functional and hygienic protection for absorbent hygiene products. Our packaging is designed for recyclability when appropriately collected and sorted, making this a key step in delivering on our sustainable innovation promise.

Product safety assurance

Every mPCR-based packaging undergoes compliance checks to help ensure product integrity and consumer safety. We apply strict quality protocols, including chemical risk assessments and, where applicable, migration testing, and require traceability and certification from suppliers. This helps ensure that recycled content meets the same high standards as virgin materials.

Our commitment

Ontex will continue to expand the use of mPCR alongside other meaningful initiatives to help reduce our carbon footprint, while maintaining the highest safety and regulatory standards. By doing so, we deliver packaging solutions that are both sustainable and safe—helping protect the planet without compromising customer and consumer trust. That is how we are 'Here for you. Here for the better'.

For more information

Please visit our website for detailed information regarding our product safety standards.

¹ [Packaging waste - Environment - European Commission](#)

² The commercial packaging that is used to display the product on the shelf