

The Green Dot reaches its next level

Ahead of the 12 February 2027 deadline — when the EPR financing symbol must move inside a QR Code — upgrade your packaging to the DigiDot.

TODAY · ALLOWED UNTIL 12.02.2027



EPR symbol printed directly on the packaging

FROM 2027 · PPWR-COMPLIANT



EPR symbol must now be integrated into the QR code.

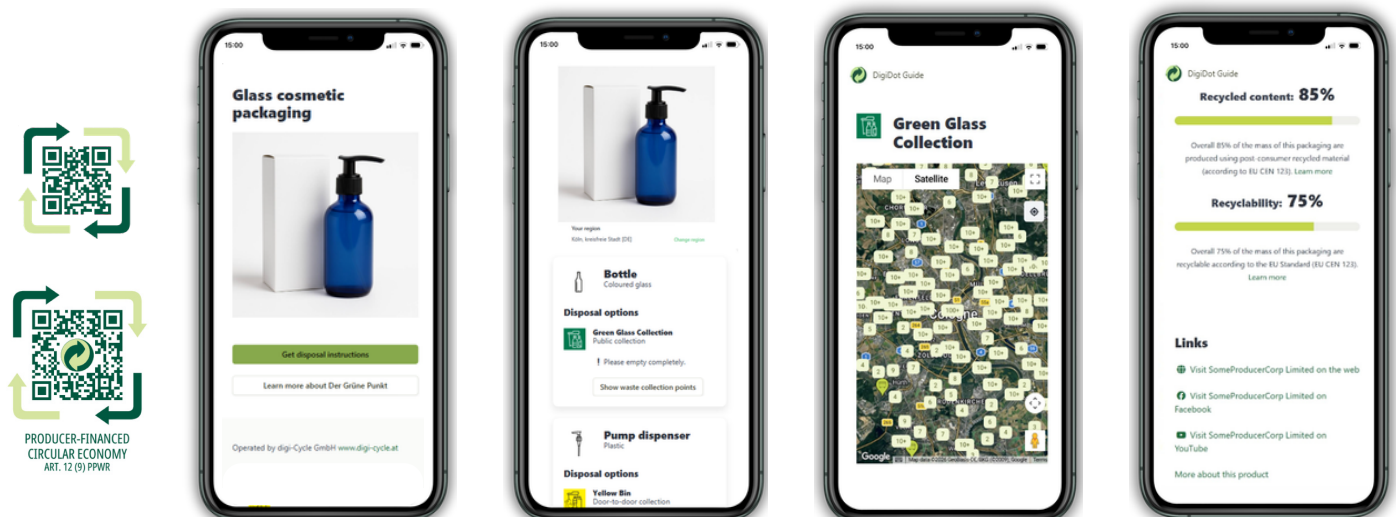
THE RECOMMENDED SUCCESSOR

DigiDot — one scan, full compliance, real added value

Built on 35+ years of Green Dot trust, the DigiDot turns the mark into a digital sorting guide that satisfies the PPWR — and helps consumers sort correctly.

WHAT YOUR CUSTOMERS SEE

One scan — from pack to the right bin



Ready to get started? Get your DigiDot through your local system.

YOUR ROADMAP TO 2028

A clear, staged upgrade - from today to 2028

Each milestone of the EU Packaging Regulation (PPWR) provides an opportunity to develop your packaging further, making it future-proof and compliant, step by step, with clear guidance.

Q4 2026 (expected) ● Implementing act published

- Expected adoption of the Implementing Act establishing harmonised EU packaging labelling requirements.
- This transition period provides an opportunity to review packaging and labelling requirements and assess digital solutions, such as QR codes, to support future consumer information requirements under the PPWR.

12 Feb 2027 ● Green Dot transition

- Stand-alone EPR financing labels are no longer permitted and must be displayed in a QR code. Solutions such as DigiDot can support this transition by offering a flexible way to provide EPR-related and consumer-oriented information in accordance with the future requirements of the PPWR.
- Existing national labeling requirements will remain in effect until they are replaced by the PPWR. In many markets, such as Spain and Italy, QR codes can already be used instead of printed national logos on international packaging.

2028 ● Harmonised EU sorting labels

- EU-wide harmonised sorting labels (PPWR Art. 12) become mandatory across markets, with pictograms that match the collection bins.

WHY UPGRADE TO THE DIGIDOT

Regional & Multilingual

Locally accurate rules are available in up to 31 countries and are provided in the user's language automatically.

More space for your brand

Less printing effort, reduced complexity, and clearer packaging design.

Component-Level Sorting Hints

Precise guidance down to lid, film and cup — so packaging lands in the right bin.

Smart Consumer Link

Direct engagement via the smartphone camera — no app to download, just scan.