

Weavabel announces strategic partnership with osapiens to deliver integrated PPWR compliance solutions

[Weavabel](#) announces a strategic partnership with [osapiens](#), the enterprise platform for product compliance and supply chain transparency, to help brands navigate the growing complexity of the EU Packaging and Packaging Waste Regulation (PPWR).

As regulatory expectations around packaging continue to evolve, brands across fashion, retail, beauty and consumer goods are facing increasing pressure to improve traceability, manage packaging data more effectively and prepare for stricter recyclability and reporting requirements. At the same time, many businesses are operating across fragmented systems that separate compliance data from physical packaging execution.

Addressing this challenge, Weavabel and osapiens are combining their specialist expertise to deliver a connected compliance solution, linking structured packaging data with compliant on-product and on-pack execution.

Specialist Expertise Coming Together

By aligning Weavabel's expertise in trims, packaging, labelling and regulatory-ready packaging solutions with osapiens' advanced compliance and supply chain transparency platform, brands gain a more integrated approach to PPWR readiness.

Weavabel is a global trims and packaging partner supporting brands with labels, hangtags, packaging, RFID and sustainable material solutions. As packaging regulations evolve, the company has expanded its focus on compliance, traceability and data-driven packaging development, helping brands align physical packaging with emerging environmental legislation.

Because packaging compliance increasingly depends on accurate material and product data, Weavabel occupies a unique position at the intersection of packaging production, supplier collaboration and regulatory execution.

osapiens, meanwhile, provides a robust digital platform that enables brands to collect, standardise and manage compliance data across their supply chains. Through its Product Compliance HUB, brands can centralise technical documentation, streamline supplier engagement and maintain greater audit readiness across packaging and product workflows.

Together, the partnership creates a connected compliance journey that bridges verified data with compliant physical packaging.

Connecting Data with Physical Packaging

At the core of the partnership is a practical but increasingly important concept: connecting compliance data directly with the packaging placed on the EU market.

Through the partnership, brands can gather and manage PPWR-relevant information including material composition, recyclability data, recycled content declarations and substance information within a structured digital environment.

Weavabel then translates that data into compliant packaging components and labelling solutions, ensuring alignment between regulatory reporting requirements and physical on-pack communication, including future-ready features such as QR codes and harmonised recycling labels.

The result is a more connected approach to packaging compliance that supports transparency, reduces operational complexity and helps brands prepare for upcoming PPWR milestones from August 2026 onwards.

“PPWR is fundamentally changing how brands approach packaging compliance. Businesses can no longer treat compliance data and packaging execution as separate processes,” said Saqib Ihsan, CSR & Sustainability Manager, Weavabel.

“By partnering with osapiens, we are helping brands connect digital compliance management with real-world packaging solutions in a way that is practical, scalable and future-focused.”

Meeting Growing Regulatory Demands Through Collaboration

The partnership reflects a broader shift within the industry as brands prepare for stricter packaging legislation, including mandatory recyclability requirements, recycled content targets, harmonised labelling standards and restrictions on substances such as PFAS.

As regulatory expectations continue to grow across Europe, collaboration between digital compliance platforms and packaging providers is becoming increasingly important.

“Brands need confidence that the information they report is accurately reflected in the packaging they place on the market,” Saqib Ihsan, CSR & Sustainability Manager, Weavabel, continued. “This partnership helps close that gap by connecting verified compliance data with physical packaging execution.”

A More Connected Approach to Packaging Compliance

Many global brands already work with both companies independently. By bringing their specialist capabilities together, Weavabel and osapiens aim to help brands reduce fragmentation, improve data consistency and future-proof their packaging compliance strategies ahead of the EU’s 2030 targets.

“At Weavabel, we believe that effective packaging compliance is built through transparency, collaboration and execution,” Saqib Ihsan, CSR & Sustainability Manager, Weavabel concluded.