



Simplified **VAT Solutions** for your business

A dedicated book all about **Extended Producer Responsibility (EPR)**.

vat-digital.com





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What is Extended Producer Responsibility (EPR)?

A new **regulatory mandate** making sure we manage how, what we produce is **circulated** across the **economy**. **EPR** is about fundamentally **reducing resource use** and maximising **resource value** over time, not just simply recycling materials.

At **VAT Digital**, we offer the fastest, **stress-free EPR solution** to keep your business **compliant** in the EU and beyond. Our transparent, **fixed pricing** makes us the most **trusted** provider. So your listings **never get suspended**.



EPR in 27
EU
Countries



No
Hidden
Charges



Authorised
Representation



1 Partner for
full EPR
Compliance

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Why Does the Regulation Matter?

It matters because packaging, batteries, and household electrical waste is **devastating** for the **environment** and landfill can't keep expanding. The world's **recycling infrastructure** needs time to **grow** so in the meantime, the less we pump into it the better off it will be.

This mandatory regulation is making it obligatory for sellers to **re-think** their **waste management schemes**.



Remember...

This is a mandatory regulation and is thus obligatory before you start selling in the EU or the UK.





Do I Need to Bother with EPR?

Yes, absolutely, **EPR** is **mandatory** if you are **selling in the EU** or the UK, with its main aim being to reduce waste; essentially holding **businesses responsible** for all the **waste** they put out into the **world**.

This new **trading requirement** means that sellers who ignore it; risk **losing access** to their **largest sales channels** overnight. It's a brand new **cost** that businesses will incur which has been put in place with the hope of **reducing** the **environmental footprint** of businesses in order to **protect** our **planet**.

It's not just about recycling, it's about **putting less** into the **economy**, meaning that in the end we have **less** to **dispose** of. **EPR** means that businesses must **take responsibility** of the **lifecycle** of the **product** beyond the **point of sale** preventing household electronics, batteries and packaging becoming **waste**.



Prior to EPR's release; all damaging sources of any pollution were left to the tax payer to fund its removal, which in turn; bogged down the local authorities.





So, if you sell physical goods into a country, you are **legally required** to **register** with that **country's EPR scheme** and pay fees that fund its **recycling** and **waste systems**.

EPR covers categories such as **waste packaging, electrical and electronic equipment (WEEE), and batteries**. For e-commerce sellers, it means you must be **registered** in each **country** you sell into **before** you **start shipping** there.



Remember...

Working in other countries means you are legally required to register with their EPR scheme.





Who Will Benefit?

Many **stakeholders** will benefit from this new **regulatory mandate**, such as: packaging companies, local authorities, waste management businesses, tax payers and households...

But the biggest winner will be the **impact** on the **planet**. In 2026, the **circular economy** is shifting from voluntary sustainability goals to **strict regulatory mandates** and **EPR** is just the beginning.

Currently the recovery rate for WEEE products is at 30-37% (**source: business waste**), and since 2016 household WEEE has increased by 0.6% and is at its highest level in the last 5 years (**source material focus**). So by introducing **EPR** as a new regulatory mandate we are shifting the gap between consumer and seller adopting a "**polluter pays**" policy (**source keep Britain tidy**).

Meaning that for the first time ever, those **responsible** for the **pollution** are made to pay for it, taking on the **full cost** of the **products' life cycle** beyond the point of sale. With this in mind, we are protecting the planet from further contamination and **reducing** our **carbon footprint** on the world.





The **waste fee** is a brand-new cost for businesses and removes the bill from the tax payers pocket and hopefully with this in mind; businesses will **reduce** and **remove** the **use** of any **poorly designed** and **unnecessary packaging** or **components** from their products meaning that **less waste** will enter the **world**.



Let's take batteries as an example. If they are not disposed of correctly, they can cause fires at local waste stations, pollute our soil and water and surprisingly enough, despite them being of no use to us, they actually contain reusable raw materials. So, if we dispose of such objects in an efficient manner, it's a win-win situation, the planet is saved from dangerous toxins and we get to save and reuse raw materials for future products. We can say thanks to EPR!

So by one **strict regulatory mandate** put in place: **EPR**, we are encouraging a **circular economy** and helping to keep the world waste free and encourage a **cleaner space** for generations to come.



Remember...

The polluters pay policy means you can revamp your brand image all whilst encouraging a cleaner planet.





What's the Cost of Registering for EPR?

EPR costs come in **two parts**: the **registration and administration** of each **scheme**, and the **eco-contribution fees** based on the volume and type of material you place on each market. **Fees vary** widely by **country** and **category**. Packaging is charged by **weight** and **material**, while **WEEE** and **batteries** are charged by **unit** or **weight**; so there's no single flat figure.

The key point for sellers is that costs scale with how many **countries** and **categories** you're in, which makes accurate reporting essential to **avoid overpaying**. We offer transparent **fixed pricing** for **managing business registrations** and **filings**, so the administration cost is predictable even as the underlying fees vary.



Using **VAT Digital** will enable you to be **compliant** and **avoid penalties**. The process, language, and reporting cycles differ in every country, so by choosing to **work with us**, we can handle all of your registrations and filings **centrally** rather than managing dozens of separate national systems and the complexities that come with them.





Will There be Fees and Penalties?

Yes.

But essentially if businesses don't take **EPR** into consideration there will be **heavy sanctions** and **non-compliance** can lead to **finances, sales restrictions**, and **reputational damage**.



Remember...

Costs scale with how many countries and categories you're in, which makes accurate reporting essential to avoid overpaying.





Can I Pay Directly Through my Marketplace app?

Yes, some marketplaces offer a pay on your behalf (POB) scheme. But essentially, if you can't provide a valid number, the marketplace can **suspend** or **remove** your **listings** in that **country** until you become **compliant**.

This moved **EPR** from a “nice to have” into a trading requirement – sellers who ignore it **risk losing** access to their **largest sales channels** overnight.



Remember...

With **VATDigital** we enable full centralised EPR compliance in 27 EU countries.





Looking For Ways to Dispose of Your Waste Packaging?

Normally once businesses start responding to the new **EPR** mandate, and waste is reduced; the blue bin won't be so full and could be considered as the best way to recycle packaging waste at home, but reusing them can be just as effective and provide hours of endless fun for your little ones - or even you, try some of our ideas below:

Fun ways on how packaging can be used alternatively...



Reuse it to send your parcels
Tape it up and off you go...



Use it for kids parties
Great for pass the parcel



Use it for craft and design
Hours of endless fun for the kids



Use it to store items
Stow away loose items



Use as labels
Tape onto various areas you need to label



Use nice card as gift tags
Sort through the rubbish and off you go!





How do I get rid of my batteries and household appliances?

To close the loop on waste, take-back programmes are systems available that collect and recycle products once they reach their end of lifecycle. These programmes are critical for the correct disposal and recycling of such products. Supermarkets offer battery waste removal areas in their entrance foyers but more ideas can be found [here](#).

Where to recycle near me?

Recycling Locator Tool 





Key Takeaways.

- EPR** is mandatory
- There will be fees and penalties if deadlines are missed
- Re-thinking your waste management is key
- You must register with **EPR** in every country you work with
- It's chance to improve your "green" brand reputation
- Costs come in 2 parts: administration and registration
- Fees vary by country and category
- You are responsible for the lifecycle of products and waste
- Streamlining your administration with **VATDigital** is essential to stay compliant and avoid pesky fees.

Email us





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