

allegro Allegro Packaging Standard

What is the Allegro Packing Standard (APS)?



The **Allegro Packing Standard (APS)** is a collection of best practices designed to help you ensure parcels safety and optimize costs. Currently, the program is purely advisory, allowing you to freely adapt your processes to the suggested guidelines without any obligations. By following these guidelines, you not only effectively reduce the risk of damage claims and additional carrier fees but, most importantly, you are preparing your company for upcoming EU regulations.

Key benefits of implementation



Lower costs and no hidden surcharges

By packing according to the guidelines, you eliminate the risk of surcharges for non-sortable parcels (e.g., those wrapped in black stretch film). Your parcels move through automated sorting centers smoothly and without incurring additional logistics costs.



Maximum protection and fewer damage claims

Solid packaging minimizes the risk of damage during transit, saving you both the time and money typically lost on claim processes.



Building customer loyalty

An Easy unboxing can give customers a reason to return to your store and share their positive feedback.



Legal compliance

By implementing APS now, you are preparing your business for the EU's PPWR regulation (effective as of August 2026). You gain the time needed to transition smoothly to these new requirements before they become mandatory for everyone.

Material guidelines



Recommended

Paper-based and fully recyclable

Outer Packaging

- Cardboard boxes
- Paper bags
- Cardboard envelopes and book wraps

Infill / Void Fill

- Paper-based fillers (e.g., honeycomb paper, crumpled paper)

Tape

- Paper tape or reinforced paper tape



Not recommended

Risk of damage during transit, sorting issues, and non-recyclable

- **Wrapping packages in stretch film** - makes opening the parcel difficult for the customer.
- **Using black stretch film** - non-scannable (causes issues with automated sorters).
- **Using non-e-commerce packaging** - e.g., using beverage bottles or yogurt containers as shipping containers.
- **Sharp and protruding elements** - it is prohibited to send parcels with elements that could injure employees or damage other parcels.
- **Irregular shapes (non-sortable)** - parcels with shapes other than a rectangular prism (e.g., tubes, spheres, loose bags) hinder automation and may incur surcharges.
- **Styrofoam (EPS)** - not recommended due to difficult recycling and a tendency to crumble.
- **Non-recyclable composites** - multi-layer materials that cannot be separated (e.g., paper permanently bonded with plastic film).
- **Standard poly mailers** - it is recommended to replace them with cardboard envelopes or paper sacks, unless the goods require protection against moisture.



Conditionally allowed

Operational and material exceptions

Permitted for use with the following products: heavy items (>30 kg), irregularly shaped items, fragile goods, collectibles, collector's items

- **Stretch foil (transparent) / Bubble wrap (min. 35% recycled content)**
Permitted for securing pallet loads, wrapping irregular or non-sortable items, or protecting fragile products.
- **Plastic tape (min. 35% recycled content)**
Permitted for sealing heavy parcels where paper tape may be insufficient, as well as for securing stretch film.
- **Compostable materials** permitted only if:
 - **Certified:** The material must hold a valid certificate (e.g., TÜV Austria, OK Compost).
 - **Clearly labeled:** The type of material must be clearly indicated on the packaging to prevent consumers from confusing it with standard plastic.

8 RULES OF GOOD PACKAGING



01

Size

Avoid empty spaces within the packaging and excessive use of void fillers.



02

Durability

To avoid product damage, use 3-ply or 5-ply corrugated cardboard.



03

Easy opening

Avoid wrapping cardboard boxes in film or using excessive amounts of tape. The customer should be able to open the parcel quickly and conveniently.



04

Monomaterial

Avoid mixing paper and plastic or other material types to make waste sorting easier. For cardboard boxes, use paper tape or boxes with self-adhesive glue strips.



05

Labels

Place the label on a flat surface. Do not tape over or cover the barcode, as the courier will be unable to scan it.



06

Parcel Lockers

Adjust the packaging size to fit the compartments in parcel lockers.



07

Liquids

Ensure that no leaks occur, as they can damage the packaging or other parcels. For example, seal the cap with tape and stabilize the bottle properly inside the box.



08

Returnable packaging

The buyer will be able to reuse it in case of a return or exchange.