



Legislation in force since March 2026 –

Environmental Claims only with Third-Party Certification!

Is your company set up for EmpCo?

With the EU Directive (EU) 2024/825 “Empowering Consumers for a Green Transition” (EmpCo), new, binding rules for environmental claims will come into force across the EU from September 2026 – all 27 EU Member States have already transposed this regulation into national law since the end of March 2026.

You can still retain your environmental claim as a sales argument – with independent certification instead of regulatory risk!

Central requirements of EmpCo

From September, environmental claims - such as "recyclable", "XX % recycled content", "microplastic-free", "can be disposed of in waste paper" or "plastic-free" - may only be used in relation to products if they can be proven by independent third-party certification based on standards and laws. Self-made seals and pure self-declarations are prohibited, and there is a risk of injunctions and penalties.

[DOWNLOAD WHITEPAPER HERE](#)

Final implementation from September in all 27 EU Member States:

- Environmental communication should now be reviewed
- Otherwise, significant penalties may apply

Current study proves: Over 50 % of environmental claims will be inadmissible in future

A comprehensive study by The Goodwins from 2025 already shows that more than half of all companies are currently falling into the greenwashing trap - which can be expensive.

Conclusion:

Over 50 % of all analysed environmental claims ‘alone’ in print advertisements would no longer be permitted under the EmpCo Directive from 2026.

The cosmetics, detergents, food, beverage and furnishing sectors are particularly affected - in the **retail and beverage industry, up to 75 %** of environmental claims **would be** inadmissible.

The most common problem: **a lack of evidence and independent verification** - exactly what EmpCo will require in future.



EmpCo - The opportunity lies in the challenge:

The EmpCo Directive is binding for the entire EU and therefore for all distributors of products on the European market. It therefore affects every company that adds any kind of environmental claim to its products or advertises online with claims such as "recyclable", "XX % recycled content", "microplastic-free", "can be disposed of in waste paper" or "plastic-free" - while the demand for sustainable product solutions among consumers remains unbroken and is even increasing.

flustix and its accredited partners offer concrete help with the implementation - fast, uncomplicated, efficient - so that the environmental claim can be communicated in compliance with the law.

Starting certification before summer 2025 gives you planning security, customers the required transparency and companies the opportunity to continue to list and advertise their products favourably:

<https://flustix.com/en/our-certification-and-laboratory-partners/>

flustix offers a complete solution

With flustix, you fulfil the new requirements - legally compliant, transparent and future-proof.

Our tried-and-tested sub-licensing system offers private label manufacturers and private labels in particular a decisive advantage:

- Your supplier can be certified together with the upstream supply chain.
- You then receive legally compliant sub-licenses for your own brands without having to request access to your supplier's sensitive supply chain data.
- This model is data protection-compliant, tried and tested and can be passed on directly to the POS as an additional service for palletized goods.

All information on the flustix sub-license model:

<https://flustix.com/en/flustix-sub-licensing-system/>

Survey source:

<https://thegoodwins.de/en/state-of-green-claims-report-2025-80902/>

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