

## edding group - Success Story

### Enhanced Packaging Management & EPR Compliance with SAP Recycling Administration

#### AT A GLANCE

##### Initial Situation

- Increasing and complex international packaging and EPR requirements
- High manual effort and limited transparency
- SAP REA historically tailored to DE/AT and constrained by numerous customer-specific enhancements
- Lack of a central data basis

##### Customer Benefits

- Return to SAP standard & S/4HANA readiness
- Central single source of truth for packaging data
- International use of SAP REA and introduction in 4 additional countries
- Mapping of complex regulatory requirements incl. Plastic Tax & PPWR
- Future-proof, scalable packaging and EPR system

##### Conclusion

With the strategic enhancement of **SAP REA**, the **edding group** has taken a decisive step toward a **modern, international, and regulatorily robust packaging and EPR management approach**.

The combination of **standardization, flexible data modeling, and international orientation** creates a sustainable foundation for future requirements and underlines the edding group's ambition to address regulatory challenges proactively and in a structured manner.

##### The Customer: edding group

The edding group is an internationally active brand company with a focus on sustainable products and solutions in the fields of writing, marking, and creative design. As a globally operating corporate group, edding is subject to a steadily growing number of national and international regulations in the areas of packaging, recycling, and extended producer responsibility (EPR).

##### The Challenge

The edding group faced the challenge of efficiently and compliantly mapping increasing and ever more complex **regulatory requirements in the packaging and recycling environment**. In particular, the following aspects posed significant challenges:

- Increasing reporting obligations for packaging and material data at national and international level
- Historically grown customer-specific enhancements that made preparation for a future **S/4HANA migration** more difficult

Against this backdrop, as part of the group-wide project "**Packaging Management**", the decision was made to strategically further develop SAP REA and future-proof it.

##### The Solution: SAP REA as a central packaging and EPR System

Together with **SI PRO**, SAP REA was consistently enhanced from a functional perspective.

The implementation focused on the following core elements:

##### Return to the SAP Standard

- Replacement of **custom-specific reporting and analytics developments**
- Reduction of complexity to optimally prepare for **S/4HANA**

##### New, Future-Proof Interpretation of Packaging Fractions

- Extension of packaging fractions from **12 to around 180 attributes**
- Interpretation of the **data model**, not limited to classic packaging materials

##### International Usage & Recycling Partners

- Extension of SAP REA to 4 additional countries
- Design and implementation of **specific recycling partner and declaration logics**

##### Assignment of the valid PPWR Certification of Conformity

- Introduction of a **Unique Identifier for Packaging (UIP)** in the context of the **PPWR**
- Option to assign **PPWR conformity and manufacturer declarations to packaging**

