


# The Cost of Doing Nothing

The “do nothing” option is not neutral. Choosing not to operationalize EPR compliance creates **three primary categories of risk**:

**1 Financial Risk** Unlike traditional environmental guidance programs, active EPR laws include enforceable financial penalties tied to producer compliance obligations.


Current state penalty structures already include:

State	Maximum Penalty
California	Up to \$50,000 per day per violation
Oregon	Up to \$25,000 per day per violation
Maryland	Up to \$20,000 per violation with escalating penalties
Maine	Up to \$10,000 per day per violation
Colorado	Up to \$6,000 per day per violation for repeat offenses
Minnesota	Up to \$100,000 per day per violation for repeat offenses

 **Key Consideration** The cumulative financial exposure across multiple jurisdictions, products, and prolonged reporting failures can become materially significant.

- Failure to comply with active EPR requirements may ultimately jeopardize the ability to sell products in those states.
- This is especially important given the revenue concentration within states such as California and other large consumer markets.
- As additional states activate EPR programs, the percentage of revenue exposed to compliance obligations will continue growing.

**Market Access Risk 2**

 **Key Consideration** The cumulative financial exposure across multiple jurisdictions, products, and prolonged reporting failures can become materially significant.

**3 Reputation Risk** Organizations with compliance or regulatory deficiencies may face increased scrutiny during future investment and transaction due diligence evaluations.