



THE WHO, WHAT, WHERE, WHEN AND WHY OF

Extended Producer Responsibility

Navigating the regulations for Extended Producer Responsibility (EPR) will be something most brand owners must learn to do. To help you better understand what Extended Producer Responsibility (EPR) means for your company, check out the who, what, where, when and why of the regulation below.

What

Extended Producer Responsibility (EPR) is a policy approach that assigns producers financial and operational responsibility for the end-of-life of their products.

When

The movement began in 1991 and has been gaining traction since 2010 in the United States. In 2021, bills to create EPR regulations have been introduced at the federal level.

Who

Extended Producer Responsibility extends to brands, licensees and importers and distributors of products covered under EPR. This does **not** include small businesses, governments, charities, or retailers.

Where

As of 2021, Maine has passed EPR legislation and 12 other states have introduced EPR bills.

Why

EPR's goal is to combat the growing volume of waste, and minimize the municipal waste stream by shifting responsibility to brand owners for managing their products through the post-consumer phase.

<https://www.oecd.org/env/waste/factsheetextendedproducerresponsibility.htm>
<https://epr.sustainablepackaging.org/>

If you need assistance preparing for EPR, contact us. Our skilled team of engineers can help your company create innovative, cost-effective sustainable packaging.

Contact Us

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