



## New Recycling Law Targets Large Corporations; Little to No Impact on Maine's Small Businesses

The Maine Legislature has shown support for a type of law called Extended Producer Responsibility (EPR) for Packaging that would make Maine's municipal recycling programs more cost-effective and resilient to change.

When fully implemented, this proven solution is projected to save Maine taxpayers \$16-17 million annually, by shifting the responsibility onto big, multinational corporations that already pay for local recycling programs in Canada, Europe, and dozens of countries where EPR for Packaging has been implemented.

**Maine's small businesses are an essential part of our economic future and are not significant contributors to the recycling challenges facing cities and towns. The EPR for Packaging bill being considered by Maine legislators was specifically crafted to be fair to small businesses.**

Any brand that sells products in Maine that meets any one of the following exemptions **will not be affected** by the proposed EPR for Packaging law (values below are annual totals):

- Realized less than \$2,000,000 in total gross revenue; or
- Sold less than one ton of packaging material in total; or
- Realized a majority of gross revenue from the sale of goods acquired through insurance salvages, closeouts, bankruptcies, and liquidations.

**Brands that produce between 1 and 15 tons of packaging waste will be able to take advantage of a flat fee structure. Fees are low and tied to the tonnage the brand introduces into the municipal waste stream. Fees are no more than \$500 per ton of packaging and no more than \$7,500 total per year.**

The following types of packaging are exempt from the proposed EPR for Packaging law:

- Packaging produced by nonprofit & governmental organizations
- Packages sold outside of Maine
- Back of house & business-to-business packaging, not given/sold to customers
- Producers participating in Maine's PaintCare paint recycling program
- Bottles covered under the bottle deposit law

- Packaged goods used for donations
- Packages intended to be used as storage for five or more years (e.g., board game boxes)

**EPR for Packaging will require big corporations, which introduce the majority of the packaging that Maine taxpayers manage, to help pay for the recycling of their packaging.**

Under the EPR for Packaging proposal, a non-exempt "Producer" is a person who has legal ownership of a brand of a product sold in Maine that uses packaging. Only disposable packaging that goes home with the customer is covered.

- Examples of non-exempt brands: Amazon, Clorox, McDonald's, Walmart, Purdue Pharma
- Examples of non-exempt packaging: plastic tubs, cardboard boxes, plastic bags, and pouches

### Why Does Maine Need an EPR for Packaging Law?

- **The taxpayer-funded recycling system has proven to be ineffective**, confusing, and unsustainable. Taxpayers have paid for recycling for decades but have no control over the system to fix the problems for which they are paying.
- **Corporations, like Amazon and Walmart, which design and introduce** large amounts of packaging waste into our communities, have shown that they won't take action without incentives to reduce the waste our communities must manage.
- **EPR is a proven solution** that has been implemented all over the world. Most countries with EPR for Packaging see recycling rates well above 50%. Maine has had a goal of reaching a 50% recycling rate for 30 years, and we've never achieved it.

Maine's economy and reputation rely upon a clean environment. Tourists come from around the globe to experience Maine's uniquely beautiful environment. **The EPR for Packaging law helps ensure future generations will be able to continue to benefit from Maine's best asset: a clean environment.**

This sounds really good! How can businesses show their support? You can sign NRCM's Letter of Support for EPR from Business Owners. Visit [www.recyclingreform.org](http://www.recyclingreform.org) to join the growing list of businesses that officially support Recycling Reform!

**More Than 500 Brands Do Business In Maine & Share Responsibility For Canada's**

**Recycling Programs** EPR for Packaging laws are common around the world. Five of Canada's provinces have this law, and two more are working to implement this type of law. Below is a sample of businesses that pay into Canada's programs and also do business here in Maine. Source: Canadian Stewardship Services Alliance ([www.cssalliance.ca/resources-list/](http://www.cssalliance.ca/resources-list/))

3M Canada Company	Crate and Barrel Inc.	Huggies	Nestea	Sealy
7-Eleven Canada, Inc.	Crayola	IKEA Supply AG	Nestle Canada Inc.	Sephora
Al Steak Sauce	Cuddle Down Ltd.	illy Espresso Canada	New Balance	Serta Division
Adidas	Dairy Queen Inc.	Irish Spring	Newell Rubbermaid	Sharp Electronics
Ajax	Danone Inc	JELD-WEN	Nike	Shop Vac
All-Bran	Dart Inc.	Jetl-O	NIKON CANADA INC	Siemens Canada Limited
Amazon Fulfillment	Dasani	Jimmy Dean	Nintendo of Canada	Silk
American Eagle Inc.	Dell	Jockey Company	Nordstrom Retail	Simmons Inc.
Apple Inc.	Dentyne	John Deere Canada	Noxzema	Skechers USA Canada Inc.
Aquafina	Dial	Johnson & Johnson	Nutri Grain	Smarties
Arby's Restaurant, Inc.	Dickies	Karo Corn Syrup	Ocean Spray	Smartwater
Argo Corn Starch	Disney Store Inc.	Keen Outdoor	Old El Paso	Smucker Foods
Aunt Jemima	Dole Foods Company	Kellogg Canada Inc	Oreo	Soda Stream
Barq's Root Beer	Dollar Tree Stores	KFC	Oscar Mayer	Softsoap
Bath and Body Works	Domino's Pizza	Keurig Canada Inc.	Palmolive	Sony Electronics
Bayer Inc.	Doritos	Kimberly-Clark Inc.	Panasonic Inc.	Texas Instruments
Bed Bath & Beyond	Dove	Kix	Party City Canada	The Dow Chemical Co.
Ben & Jerry's	Dr. Pepper	Kleenex	Payless Shoesource	Tiffany & Co.
Benjamin Moore	Dreyer's Ice Cream	Klondike	Pediasure	Tim Hortons
Best Buy	Duracell Canada Inc.	Kodak Canada ULC	Pepsi	Timex Group Inc
Betty Crocker	Dyson Canada LTD.	Kohler Canada Co.	Perrier	Toblerone
BIC INC.	ECCO Shoes Inc.	Kool-Aid	Pfizer Canada Inc	Toll House
Bisquick	Eddie Bauer	Kraft Heinz McCormick Co.	Phillips Electronics	Tom's of Maine
Bissell Canada	Eggo Waffles	Land O'Lakes Inc.	Pillsbury	Toshiba of Canada Ltd
Black+ Decker	Electrolux Home	Lays	Planters Nuts	Tostitos Chips
Blistex Ltd	Energizer	La-Z-Boy	Poland Spring	Total Cereal
BOSE LIMITED	Ensure	LE CREUSET INC.	Popeyes	Totino's
Breyers	Equifax Canada Inc.	Lean Cuisine	Pop-tarts	Toys 'R' Us
Bridgestone Firestone	Estee Lauder Ltd.	LEGO Inc	Post Foods Corp	Tresemme
Burberry Inc.	Ethan Allen Inc.	Lever 2000	Powerade	Trident
Burger King	Fancy Feast	Levi Strauss & Co.	Prince Pasta	Triscuit
Cabela's Retail	Fanta	LG Electronics	Procter & Gamble Inc.	Trix
Cadbury	FIJI Water Canada Ltd	Life Cereal Lowes	Progresso	Tropicana
Campbell's Company	Five Guys LLC	Lucky Charms	Purdue Pharma	Tupperware Inc.
Canon Inc.	Foot Locker	Lunchables	Purina ONE	Tyson
Cap'N Crunch	Friskies	Mars Canada Inc.	Q-tips	Uline Corporation
Capri Sun	Frito Lay Canada	Masonite Canada	Quaker Oats	Unilever Inc.
Caress	Frosted Flakes	Master Lock	QuizNos Restaurant	US Cotton
Carnation	Fruit of the Loom Inc.	Mattel Canada Inc.	Raisin Bran	Vaseline
CASIO	Fruit Snacks	Maxwell House	Ralph Lauren	Velveeta
CHANEL Inc	Fujifilm	McDonald's	Red Bull	Vitamin Water
Cheerios	Goodyear	Microsoft Corp.	Reebok	Wal-Mart Corp.
Cheetos	Google Corporation	Midas	Rice Krispies	WD-40 Company
Chex	Green Giant	Minute Maid	Ritz Crackers	Weight Watchers
Chips Ahoy!	Haagen-Dazs	Miracle Whip	Rold Gold	Wendy's
Coach Stores	Hallmark	Moen	Rolex Canada Ltd.	Wheat Thins
Coca-Cola	Halls	Molson Coors	Ruffles	Wheaties
Coffee-Mate	Hasbro Corporation	Mondelez Canada Inc.	Rust-Oleum Brands	Whirlpool LP
Colgate	Heinz	Motorola Mobility LLC	S.C. Johnson & Son Ltd.	Whole Foods
ConAgra Foods Inc.	Hellmann's	Mountain Dew	San Pellegrino Sabra	Williams Sonoma
Corn Flakes	Hershey Canada Inc.	Mug Root Beer	Canada Inc.	Wrigley Sonoma
Corn Pops	Hills Foods Ltd	Nabisco	Samsonite Canada Inc.	Xerox Ltd.
Costco Wholesale	Home Depot	Nature Valley	Samsung Electronics	Yamaha Motor
Cottonelle	Honeywell	Nescafe	Santitas	Yoplait
Cracker Jack	Hormel Foods Corp.	Nesquik	Sara Lee	
Craftsman	HP		Scott	

