



Majority of Maine's Small Businesses Will Be Exempted from New Recycling Law

The Maine Legislature has shown support for a type of law called Extended Producer Responsibility (EPR) for Packaging that will 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 other countries where EPR for Packaging has been implemented.

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

Any business 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.

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

- Packaging used by nonprofit & governmental organizations
- Packages sold out of Maine
- Back of house 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 5 or more years (e.g., board game boxes)
- Reusable packaging

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
- Maine's larger businesses that aren't already exempt will fall into a flat fee category. Fees are low and based on the tonnage the brand introduces into the state's municipal waste stream.

Why Does Maine Need an EPR for Packaging Law?

- **The patchwork of recycling programs 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 unique 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.

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/)

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



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