



Horizon
Futures

MAINE 2025

Packaging Legislative Analysis

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Overarching Packaging Requirements

In July 2021, legislation was passed for a law establishing a stewardship program for packaging. The purpose of the program is to reduce volume and toxicity of packaging material and increase recycling rates. The delivery of program forms the basis for the EPR scheme in Maine and will be fully operational by 2027.

EPR

EPR Scheme Description

On 18th October 2021, Maine enforced the first US State-level packaging EPR Program (LD 1541), encompassing all types of packaging made from any material. This Law was introduced as a solution to the ill-performing separate collection programs historically in place across the State for packaging. No distinction is made between primary (household), secondary or tertiary (industrial) packaging.

The Act establishes a stewardship programme for packaging, where producers of products will pay into a fund based on the amount and the recyclability of packaging associated with their products. Under the scheme, manufacturers and brand owners (or importers where no US-based producer is active) will be obliged to join and fund a single producer responsibility organization (PRO) by May 2026. Reporting is limited to an estimate of total tons of packaging produced during calendar year 2025. This is the anticipated registration date published on Maine's government website. Small producers with under USD 2m revenue or placing less than 1 ton (0.9 metric tonnes) of packaging on the market annually are exempt.

The stewardship organization (SO) is selected by the Department and their role is to manage the day-to-day operations of the program while the Department provides oversight.

Producer payments will be used to reimburse participating municipalities for recycling and waste management costs as well as invest in infrastructure to improve the management of packaging material, and educate the residents of Maine on what and how to recycle.

This Law also includes an option for **obligated entities to provide alternative collection programs (in lieu of joining the PRO). In these cases, the programs are required to provide convenient, free and state-wide collection. The Law specifies that producers will be required to submit an annual report to the stewardship organization on the total amount, whether by weight or volume, of each type of packaging material sold, offered for sale or distributed for sale in or into Maine by the producer in the prior calendar year. The Law also stipulates that individuals must submit an annual report to the stewardship organization detailing the total amount, whether by weight or volume, of each type of packaging material collected and managed by each participating producer through alternative collection programs.**

The Stewardship program rules were adopted on 5th December 2024 by the Maine Board of Environmental Protection. This means the Department is now permitted to implement, administer, and enforce the stewardship program.

Adoption of the rules also enable the following:

- **Characterize packaging material**
- **Provide a method for determining municipal reimbursement and producer fees**
- **Provide a method and criteria for investing in infrastructure and education Outline alternative collection programs**
- **Provide mechanisms for ongoing assessment and updates to the program**
- **Below is the published anticipated implementation schedule for Maine's Stewardship Program for Packaging:**
- **Key dates include May 2026, when producers will be required to register and submit their first report on packaging they placed on the market in 2025. Another key date is September 2027 when producers will be required to make their first annual payment for packaging material they placed on the market during calendar year 2026.**

Appendix



Introducing aura

About Us

At the heart of our business is a sheer fascination with packaging and the impact it has on our world. Packaging's relationship with the environment is complex and we work with true ethical partners to educate, unite like-minded thinkers and share knowledge.

A global business, the reference point for packaging sustainability, utilising knowledge and data to provide the justification required to drive positive change.

Services

Our expertise falls into three categories designed to deliver a strategic programme focused on the sustainability goals of our clients. These services are supported by a multi-disciplinary team made up of packaging, sustainability, technology and retail experts committed to making a measurable difference every day.

Consulting – Pioneering Packaging Strategy

We are packaging sustainability pioneers committed to true partnerships, focused on the delivery of mutual goals.

Our breadth of packaging sustainability knowledge across substrates, design, technical packaging, legislation, and recyclability allows us to evolve strategies to make a measurable difference both now and in the future.

Our Consultants build road maps for global change, our Technical Engineers develop specifications to refine the impact of your packaging and our Supplier Success Managers are on hand to assist with client education, communications and engagement.

As a result, we will deliver a robust strategy compliant with your sustainability goals aligned to current and future legislation.





Technology – Managing Sustainability Everyday

We provide live data and control to deliver the accurate information you require to make real time decisions that impact your business and our planet.

e-halo is an unrivalled packaging sustainability platform combining state-of-the-art technology with consulting services, designed to manage the changing landscape of global packaging legislation, compliance, and sustainability commitments.

e-halo provides packaging component data at a granular level, making sustainable packaging part of everyday decision making.

e-halo manages compliance to evolving legislation and recyclability requirements with a comprehensive reporting suite allowing for real-time measurement against your business and sustainability targets.



Insights – Data Driven Decisions

We utilise knowledge and data to provide the justification required to drive positive change.

Data Management – We interact with digital information every day. We gather, check, manage and translate data into valuable insights that our clients can use to measure and motivate positive change.

Horizon Futures – We offer horizon scanning services for global packaging legislation across 54 countries and for this we are unique. We interpret legislation rather than just quoting a legal directive, to help you understand the current and future packaging landscape. We then consider how emerging trends might potentially affect current policy and practice, enabling our clients to take a longer-term strategic approach to packaging sustainability.

Our Management Team

- We are packaging sustainability pioneers committed to true partnership, which means to us a relationship focused on the delivery of the mutual goals of our business and that of our clients.
- Visionary
- Pioneering strategies which educate, unite and influence change
- Responsible
- Real-time data drives the changes needed to positively impact our planet
- Honest
- Decisions are informed, and our communications are authentic
- Collaborative
- Ethical Partnerships unify our mutual goals to create a vision fit for the future



Greg Lawson
Managing Director



Gillian Garside-Wight
Consulting Director



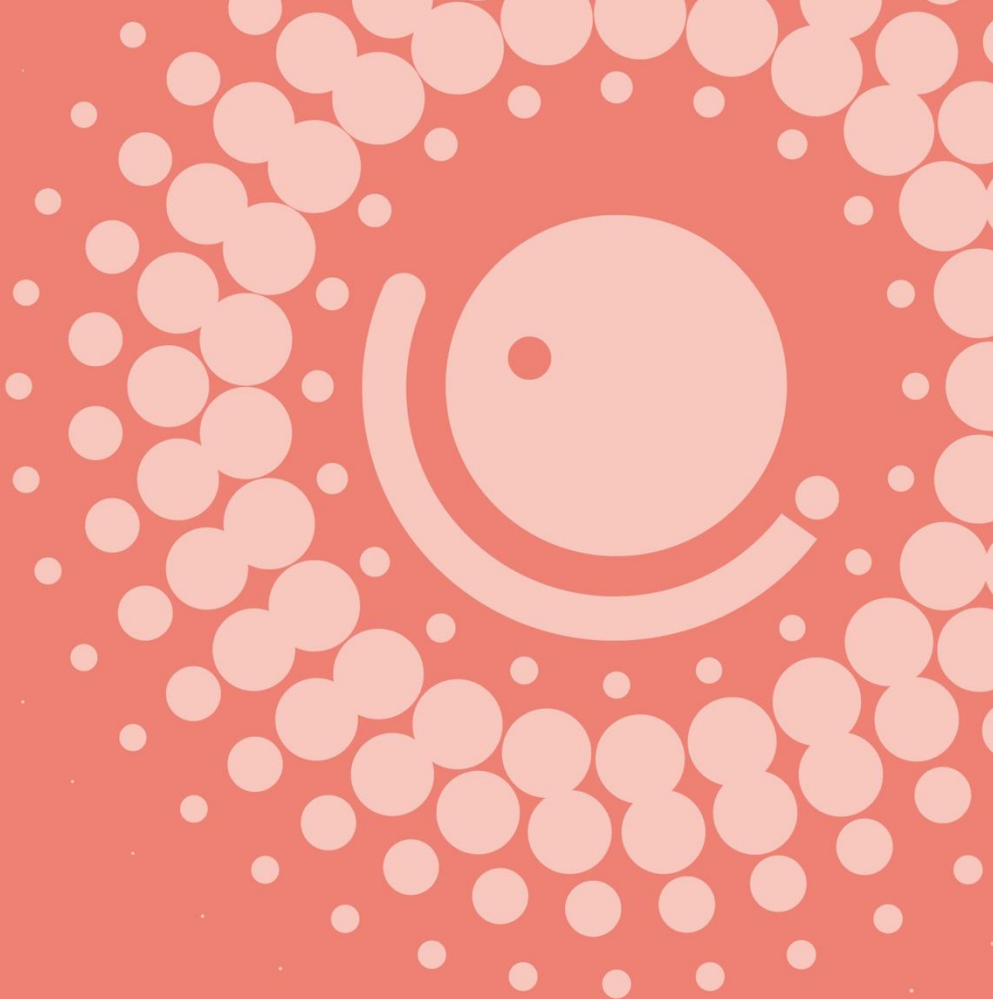
Harriet Young
Marketing Director



Sarah Kroon
Operations Director



Trevor Yong
Business Development Director



Thank you from Team Aura