Assent

Faster Intelligence. Stronger Supply Chains.

EPR in Packaging: Reduce Your Fees & Lower Fines



If your business puts products and packaging on the market, you're responsible even when it's waste — and without the right planning, it'll cost you more than it needs to.

A strong supply chain data foundation and the right expertise are critical to complying with global extended producer responsibility (EPR) requirements and the EU's Packaging and Packaging Waste Regulation (PPWR), and to lower your Producer Responsibility Organization (PRO) fees and avoid steep fines.

Most Companies Aren't Prepared

14% of packaging and retail leaders believe their business is on track with the data accuracy they need[1]

29% of packaging and retail leaders are still collecting their data manually[2]

50% are in the data-gathering phase, while the rest are still establishing their strategy[3]

[1]Aura. (2025). *Data collection presents roadblock to sustainable packaging, finds new global research.* https://aura-consultants.com/wp-content/uploads/2025/02/Data-collection-presents-roadbloack-to-sustainable-packaging.pdf

[2]Aura. (2025). *Data collection presents roadblock to sustainable packaging, finds new global research.* https://aura-consultants.com/wp-content/uploads/2025/02/Data-collection-presents-roadbloack-to-sustainable-packaging.pdf

[3]Aura. (2025). *Data collection presents roadblock to sustainable packaging, finds new global research.* https://aura-consultants.com/wp-content/uploads/2025/02/Data-collection-presents-roadbloack-to-sustainable-packaging.pdf

The Cost of Unpreparedness: EPR Fines & Fees

Without the right preparation, EPR fees and penalties can quickly become a significant cost.

*Figures shown represent maximum potential penalties; actual fines vary by jurisdiction and enforcement.



United States

California

$50,000 fine per day, per violation, in administrative civil penalties.

$100,000 fine per year, plus **$50,000 per violation** under the Rigid Plastic Packaging Container (RPPC) law.

PRO fees based on packaging data.

Colorado

Up to $5,000 for a first violation, and up to **$20,000** for repeated violations, with continuing-day penalties varying by violation tier.

Annual PRO fees required.

Maine

$300,000 per year in administrative fines.

PRO fees tied to cost of recycling and disposal.

Maryland

$250,000 fine for missed performance goals.

Administrative penalties of **$5,000** (first violation), **$10,000** (second violation), **$20,000** (subsequent violations).

Producers must join and fund a PRO.

Minnesota

$25,000–$100,000 per day in civil penalties depending on the violation.

Producers must pay fees based on their assigned materials.

New Jersey*

*Figures apply to recycled content and packaging laws only.

$1,000–$25,000 in fines per violation, per day.

Annual $1,000 registration fee.

Oregon

$25,000 in fines per day.

Washington

$1,000–$10,000 in fines per day depending on the violation.

Producers must pay PRO fees for covered materials.



Canada

Federal Plastics Registry

$500,000–$ 1 million fine, depending on the offense.



Quebec

Penalties range from **$250–$10,000**, with up to **$6 million** in fines for corporate entities.

Producers must finance collection, sorting, and recycling systems.

B.C.

$200,000 fine for failing to register, report, and operate an approved plan.

Producers must fund and manage collection and recycling systems.

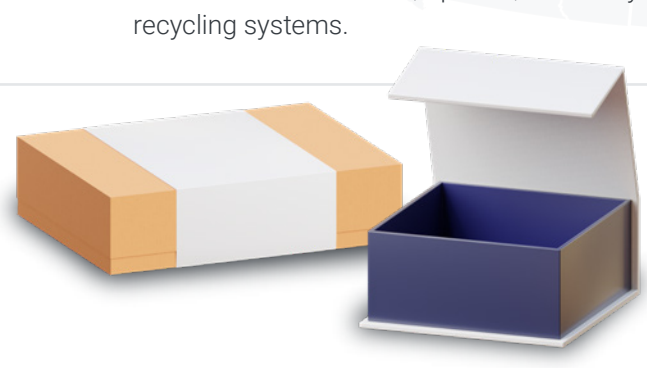
Alberta

$50,000 fine for individuals and **$500,000** fine for corporations.

Producers must finance, operate, and verify recycling systems.

Other Provinces

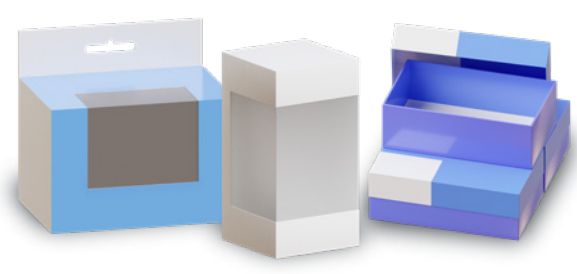
Producers may face fines, enforcement orders, revocation of registration, cessation of operations, and other penalties. Producers must fund or cover costs for recycling systems, education, and promotion of recycled resources, among other requirements. Enforcement actions vary by province.



European Union

EPR fees in the EU are increasingly tied to packaging recyclability, with the European Commission setting the framework and member states determining the actual fee structures.

PPWR generally applies from August 12, 2026, with several requirements phased in through 2028, 2030, 2035, and 2040.





Can I Lower My PRO Fees?

Companies are incentivized to create more sustainable designs through a concept called eco-modulation. It can lower the fees your company pays based on the environmental performance of your packaging. Some tips:

- Use less packaging by lightweighting materials, eliminating empty space, and using source reduction
- Incorporate more post-consumer recycled (PCR) content
- Design for recyclability or compostability
- Consider reusable and refillable designs
- Minimize substances of concern (SOCs) in your packaging

Additional Risks

- Market access restrictions and total sales bans
- Brand damage
- Legal consequences and criminal charges
- Mandatory correction plans

Confidently Reduce EPR Cost & Risk

Build a data foundation that scales as your product lines grow, and stay compliant with EPR packaging requirements with Assent. You'll get the supplier engagement tools, scalable data management, and expertise you need to create a defensible program that reduces your risks.

See the EPR Packaging solution in action. Book a demo today.

Book a Demo

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