



# Packaging Compliance – California

## Non-Confidential

### Background:

P&G is focused on ensuring compliance with California's Senate Bill 54 (SB54), which mandates specific sustainability and recycling requirements for packaging. This initiative is part of our broader commitment to sustainability and regulatory compliance.

### Need Description:

We are seeking innovative solutions and strategies to design packaging that complies with SB54. The goal is to explore and identify top recommendations that can serve as inspiration or requirements for developing compliant packaging solutions.

### What We Are Looking For:

- 5-10 top recommendations for further exploration or as a source of inspiration/requirement towards designing SB54 compliant packaging.
- Solutions that align with sustainability and recycling goals specific to the California market.
- Packaging that demonstrates superiority over competitor packaging.
- Cost-effective solutions that can work with our current equipment.
- Solutions that are responsibly sourced.
- Solutions that can be produced at scale.
- A fiber-based solution, possibly biodegradable, that is easy to recycle.
- Other materials that we may not be considering to replace our current flexible packaging.
- Lab scale, pilot scale, and close-commercial demonstration scale solutions.

### What We Are Not Interested In:

- Generic packaging solutions that do not address the specific requirements of California's Senate Bill 54.
- Materials that require at-home composting.
- Materials that require industrial composting.

### Additional Information:

- Link to California Senate Bill 54:  
[https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=202120220SB54](https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202120220SB54)
- Link to CalRecycle Website on Plastic Pollution Prevention and Recycling:  
<https://calrecycle.ca.gov/packaging/packaging-epr/>

Please note that only **non-confidential** information describing the method, current use and IP can be accepted for review.