

SB 54 – Landmark legislation

- Nation’s most comprehensive legislation to cut dependence on single-use products
- Shifts plastic pollution responsibility to producers
- Sets recycling rate requirements
- Advances reuse/refill infrastructure
- Supports disadvantaged communities
- \$5 billion plastic pollution mitigation fund



Supply Chain Visibility and Resilience Virtuous Cycle
Source: [GS1 Global](#)

*SB54 emphasizes building reuse infrastructure, but planning and design remain unaddressed.
Atrium recognizes the demand and critical importance to ensure an efficient interoperable reverse logistics infrastructure system is needed to retrieve products and packaging for reuse and innovation towards a true circular economy.*

Key Features of SB 54 (Allen): EPR v. 3.0+



100% Packaging in California Recyclable by 2032

Must be recyclable or compostable by January 2032

Packaging must achieve 65% recycling rate by 2032

- 1/1/2028: Not less than 30%
- 1/1/2030: Not less than 40%



65% of Single-Use Packaging Recycled by 2032

25% plastics source reduction by weight and unit by 2032

- 10% by 1/1/2027 (2% reuse & refill)
- 20% by 1/1/2030 (4% reuse & refill)
- 2030: Evaluation (& every 5 years thereafter) to determine if actions to secure greater source reductions are necessary



25% of Plastic Packaging cut by 2032

Other reduction tools focused on optimization

- Lightweighting, concentrating, shifting to another packaging type
- Recycled content capped at 8% & considered “alternative compliance”

The vision

- Reduce the volume of plastic
- Shift burden of costs
- Provide clarity and consistency for consumers
- Stimulate reuse and refill systems
- Drive innovation



ATRIUM

CREATIVE SUSTAINABLE INNOVATION