

AMERIPEN – the American Institute for Packaging and the Environment – **represents the entire packaging value chain, advocating for responsible packaging policies** that drive meaningful progress in packaging sustainability while supporting industry growth and consumer needs. As the leading voice for packaging policy in the United States, AMERIPEN works with legislators, regulators, and stakeholders to develop science-based, data-driven solutions that enhance packaging’s role in product protection and circularity.

**Packaging plays a vital role in the United States, ensuring the quality and safety of consumer goods as they are manufactured, shipped, stored, and consumed.** Packaging has value, and it should be recycled, composted, and/or reused. No one knows better how to do that than the AMERIPEN members who design, supply, produce, distribute, collect, and process it. They are driving innovation and designing packaging for better environmental performance to boost recovery.

**Our advocacy work focuses on policies that impact packaging,** including its full lifecycle, from manufacture through disposal.

**Key policy areas in which AMERIPEN typically engages include:**

- Extended producer responsibility
- End-of-life management such as recycling, composting and reuse, as well as related definitions, i.e., recyclable, compostable and reusable
- Labeling requirements
- Product/material bans
- Recycled content mandates
- Regulation of potential chemicals of concern
- Source reduction mandates
- Third-party certifications

## The Power of Packaging™

From reducing food waste to protecting life-saving medicines and enabling global commerce, packaging has the power to touch all our lives in ways we rarely consider.



Packaging **keeps products safe** from physical damage and environmental factors while maintaining their quality and extending shelf life.



Packaging **creates visual** appeal that attracts buyers, conveying essential product information, and reinforcing brand identity to build recognition and loyalty.



Packaging **supports communities** by creating jobs across design, manufacturing, and logistics, while offering solutions that meet diverse lifestyles and consumer needs.

**Learn more at [powerofpackaging.org](https://powerofpackaging.org)**