

Understanding Extended Producer Responsibility (EPR)

A simple guide from KB Packaging

What is EPR?

- Extended Producer Responsibility (EPR) is a new UK rule that makes businesses responsible for the packaging they put on the market. That means you're not only responsible for supplying products, but also for what happens to the packaging afterwards – whether it's recycled, reused, or disposed of.

The goal: reduce waste, increase recycling, and encourage better packaging design.

Does EPR apply to you?

You may need to take action if you:

- Sell packaged goods in the UK under your brand
- Import packaging into the UK
- Use packaging to supply products directly to customers or end-users

If any of these apply, you'll have EPR responsibilities. Don't worry – we'll guide you through it.

What will you need to do?

To comply with EPR, most businesses will need to:

Collect data Track the types and amounts of packaging you use (e.g. paper, plastic, cardboard).

Report

Share this data with a compliance scheme or the regulator.

Pay fees Contribute to the cost of collecting and recycling packaging. Fees depend on the material type, weight, and how easy it is to recycle.

Choose smarter packaging Packaging that's lighter, recyclable, or made from recycled material can reduce both your costs and environmental impact.

How KB Packaging helps you

We want to make EPR simple. Here's how we'll support you:

- Provide clear data on your packaging purchases (material, weight, type)
- Keep you updated on any changes in rules, reporting, or fees
- Offer sustainable packaging alternatives (recycled, recyclable, eco-friendly)
- Advise you on how to stay compliant and reduce costs

What you should do now

Here are your first steps that you can use a check list:

List all the packaging you're using (from us and any other suppliers)

Start collecting data: material, weight, and type

Check if you need to join a Producer Responsibility Organisation (PRO) or compliance scheme

Estimate your potential costs (weight × fee rates)

Talk to us about switching to more sustainable packaging options

Need help?

This is new for many businesses – so you're not alone. Contact us anytime:

-  **EPR Support Team:** sales@kbpackaging.com
 -  **0115 944 1600**
 -  **Speak to your account manager**
 -  **UK Government EPR guidance**
<https://www.gov.uk/guidance/extended-producer-responsibility-for-packaging-who-is-affected-and-what-to-do>
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To Summaries

EPR means businesses are responsible for their packaging even after it leaves their hands. But with KB Packaging, you'll have the data, advice, and eco-friendly options you need to stay compliant – and save money where possible.