Circular Action Alliance Announces the Addition of Six New Founding Member Companies

The Clorox Company, Colgate-Palmolive, SC Johnson, Target, The Kraft Heinz Company and Walmart to bolster organization's efforts to create a circular economy for paper and packaging.

FOR IMMEDIATE RELEASE: June 29, 2023
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Circular Action Alliance (CAA) has announced the addition of six Founding Member companies representing the retail, consumer goods and food and beverage industries, including The Clorox Company, Colgate-Palmolive, SC Johnson, Target, The Kraft Heinz Company, and Walmart.

CAA, a 501(c)(3) non-profit organization, recently became the first Producer Responsibility Organization (PRO) approved to administer an Extended Producer Responsibility (EPR) program for paper and packaging in the U.S. after being appointed by the Colorado Department of Public Health & Environment as the PRO in charge of implementing Colorado's Producer Responsibility Program for Statewide Recycling Act.

The six companies will join CAA's existing Founding Members: Ferrero; General Mills; Keurig Dr Pepper; L'Oréal; Mars, Incorporated; Nestlé USA; Niagara Bottling, LLC; PepsiCo; Procter & Gamble; The Coca-Cola Company; and Unilever United States. Together, the 17 Founding Members of CAA include several hundred brands utilizing a wide diversity of packaging materials covered under EPR laws.

"Circular Action Alliance is thrilled to be gaining the leadership of these new Founding Member companies, who will contribute significant expertise as we continue to work collaboratively with producers, state and local governments, communities, service providers and nongovernmental organizations to implement EPR for paper and packaging in Colorado and beyond" said Charlie Schwarze, CAA Board Chair.

To learn more, visit www.circularactionalliance.org

About Circular Action Alliance
Circular Action Alliance (CAA) is a 501(c)(3) non-profit Producer Responsibility Organization established to support the successful implementation of Extended Producer Responsibility (EPR) laws for paper and packaging. CAA will deliver best-in-class compliance services across multiple states and build systems that help both companies and consumers waste less and recycle more. CAA was founded by 17 companies from the food, beverage, consumer goods and retail industries in response to the passage of EPR laws in California, Colorado, Maine, and Oregon. These companies are united in their vision to create a circular economy for paper and packaging across the United States.