

California SB54

Compliance journey

Plastic Pollution Prevention and Packaging Producer Responsibility Act



Key milestones and requirements for apparel brands placing packaging into California.

weavabel®

SB54 Timeline

Key regulatory milestones and targets

2025
Regulations established



Regulatory framework finalized and reporting systems developed

2026
Implementation phase begins



Administrative fees and implementation activities begin

1 Jan 2027
PRO participation mandatory



Producers must join an approved PRO to sell in California

10% plastic source reduction target

1 Jan 2028
Recycling rate target



30% recycling rate target

1 Jan 2030
Enhanced requirements



20% plastic Source reduction target
40% recycling rate target

1 Jan 2032
Full compliance milestone



25% plastic source reduction target
All covered materials must be recyclable or compostable
65% recycling rate target

Brand actions

What you should focus on at each milestone

- Map all packaging formats
- Record packaging weights
- Identify plastic components
- Review packaging specifications

- Establish packaging database
- Obtain material declarations
- Review recyclability of packaging
- Identify reduction opportunities

- Register with PRO
- Submit packaging data
- Monitor packaging volumes
- Reduce unnecessary plastic packaging
- Lightweight polybags where possible

- Improve recyclability of packaging
- Remove problematic materials
- Transition toward mono-material packaging
- Verify recycling compatibility

- Further reduce plastic usage
- Eliminate unnecessary components
- Explore reusable packaging systems
- Optimize carton sizes and efficiency

- Ensure all packaging is recyclable or compostable
- Eliminate non-compliant packaging
- Maintain ongoing reporting and compliance
- Support circular packaging initiatives

Key compliance focus areas

Packaging data management

- Material composition
- Packaging weights
- Annual volumes
- Recycled content data

Packaging design & materials

- Recyclability
- Mono-material structures
- Plastic reduction
- Packaging optimization

Producer responsibility

- PRO participation
- Fee management
- Annual reporting
- Compliance monitoring

Risks of non-compliance

- Restricted market access
- Regulatory penalties
- Increased EPR fees
- Redesign and transition costs
- Supply chain disruption
- Reputational risk