



Instant Impact Modeling for Every Packaging Decision

One-click instant modeling. Zero spreadsheets. Replace months of manual analysis with real-time packaging scenario comparisons.

WHY IT MATTERS NOW

Source Reduction compliance deadlines are approaching.

Regulations like California's SB 54 are requiring brands to hit hard targets – like 100% recyclable or compostable packaging, mandatory PCR content, and measurable plastic reduction.

Most teams are still modeling tradeoffs in manual spreadsheets. rePurpose's **Packaging Simulator** helps you instantly model the impact of packaging scenarios before you commit.

WHAT IT DOES

Identify key products for high impact

Calculate baseline metrics, so you can identify SKUs to focus on.

Provide actionable component swaps

Get instant swap suggestions to ease you straight into the tool.

Model impact of different packaging scenarios

See the effect on EPR fees, recyclability, and weigh tradeoffs.

Clarify complex regulations

Our team translates legislation for you to apply to your products.

CSM-guided onboarding

A dedicated CSM offers support to effectively model scenarios.

Support for CAA submission

Your CSM helps you finalize your CA Source Reduction Plan.

HOW IT WORKS

1

Submit your data

Submit packaging data – if you're a Compliance customer, we already have it.

2

Enter packaging changes

Add component alternatives you're considering, or use suggested changes.

3

Run instant simulation

Project your simulation's impact on fees, recyclability, and CA source reduction.

4

Align & submit

Lock in decisions with your team. Your CSM supports your CAA plan submission.

Be among the first to access the Packaging Simulator.

Stay ahead of your California Source Reduction compliance deadlines.

[Watch the Demo](#)

Simulate. Compare. Decide.

Stop guessing on packaging. Give your team real-time visibility into EPR cost impact, regulatory requirements, and sustainability tradeoffs – so every packaging decision is defensible.

EXPLORE PACKAGING DESIGN CHANGES

Propose new material swaps, lightweighting, or PCR content, or apply one of our suggested changes.

SEE INSTANT PROJECTIONS:

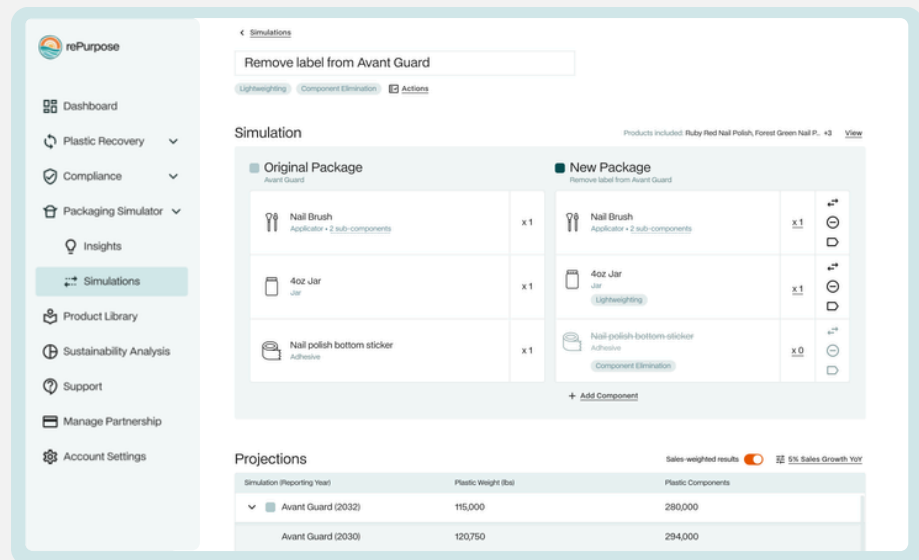
EPR Fees

Material Footprint

CA Recyclability

PCR Weight

Plastic Components



NUMBERS THAT MOVE DECISION-MAKERS

"I really like that the rePurpose Packaging Simulator provides more than just EPR; it's a holistic lens. If we could forecast 5 years in packaging fees to align with implementation timelines, I could make a business case with that."

– Senior Sustainability Analyst, Multinational Food Corporation

ACTIONABLE DATA FOR SOURCE REDUCTION PLANNING

Simulate effects of the approved pathways to achieve California's source reduction requirement.

- Material Switching
- Lightweighting
- PCR Content
- Elimination
- Reuse / Refill

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