



RLC

Taking Action to Reduce Plastic Waste

September 11, 2026

Chairman Brett Guthrie
Committee on Energy and Commerce
United States House of Representatives
Rayburn 2161
Washington, DC 20515

Ranking Member Frank Pallone
Committee on Energy and Commerce
United States House of Representatives
Rayburn 2107
Washington, DC 20515

CC: House Energy & Commerce Committee Members

Re: The Recycled Materials Attribution Act of 2026

Dear Chairman Guthrie, Ranking Member Pallone, and Members of the Committee:

The Recycling Leadership Council (RLC) is a cross-industry coalition committed to reducing plastic waste and advancing practical, bipartisan solutions to increase U.S. recycling capabilities. Led by the Consumer Brands Association (Consumer Brands), the RLC brings together leaders from manufacturing, packaging, and recycling to serve as the unified national voice pushing for the policies and clarity needed to improve recycling outcomes across the U.S.

As your committee considers ways to address consumer confusion around environmental marketing claims and provide much-needed clarity in the marketplace, the undersigned organizations strongly encourage you to consider and support the Recycled Materials Attribution Act (RMAA), introduced by Reps. Nick Langworthy (R-NY-23) and Marc Veasey (D-TX-33) and backed by a bipartisan list of cosponsors.

Since the July Commerce, Manufacturing, and Trade Subcommittee hearing on the RMAA, Consumer Brands and the RLC have engaged extensively with stakeholders across the packaging and recycling value chain and with legislators on both sides of the aisle to ensure diverse, bipartisan collaboration. To this end, Consumer Brands and the RLC have supported and engaged on amendments to the RMAA that aim to address outstanding questions and ensure the legislation achieves its shared goals of reducing consumer confusion and facilitating a more functional recycling system.

Currently, environmental marketing claims are governed by overlapping and conflicting federal and state laws, contributing to consumer confusion, loss of confidence in the accuracy of recycled-content claims, increased compliance costs, and regulatory uncertainty that discourages investment in innovative technology. As industry aspires to build a more circular economy, reusing more materials that would otherwise go to landfills, the RMAA's provisions

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are essential in fostering an environment where aspirational circularity is achievable, replacing these conflicting rules with clear, national marketing standards that will benefit consumers and manufacturers alike.

Specifically, the RMAA would:

- Establish a uniform, predictable, evidence-based national framework regarding key terms to reduce complexity for consumers, manufacturers, retailers, and suppliers.
- Require the U.S. Federal Trade Commission (FTC) to update and clarify its Guides for the Use of Environmental Marketing Claims, also known as the FTC Green Guides, to ensure accuracy and consistency.
- Strengthen consumer protection through clear, enforceable national marketing standards.

By providing regulatory clarity and uniformity, the RMAA will expand the supply and use of recycled materials, support innovation in recycling technologies, and ensure consumers receive accurate and transparent information about the products they purchase. The legislation will also encourage domestic investment in recycling infrastructure, strengthen U.S. supply chains, and support the creation of good-paying American manufacturing jobs.

Thank you for your efforts to protect U.S. manufacturers and consumers, and your continued interest in addressing recycling-related issues as part of your committee's work. Going forward, please count the RLC as a resource on this topic and as supportive of legislation that will reduce consumer confusion and plastic waste.

Sincerely,

Ag Container Recycling Council
Alliance for Automotive Innovation
American Chemistry Council
American Circular Textiles
American Fuel and Petroleum Manufacturers
Consumer Brands Association
Council for Responsible Nutrition
Flexible Packaging Association
Household Commercial Products Association
International Sleep Products Association
Meat Institute
National Lubricant Container Recycling Coalition
North American Association of Food Equipment Manufacturers
Plastics Industry Association
Printing United Alliance
Retail Industry Leaders Association
Vinyl Institute

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