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July 22, 2026

The Honorable Gus Bilirakis
Chairman
Subcommittee on Commerce, Manufacturing, and Trade
Committee on Energy and Commerce, U.S. House of Representatives

The Honorable Jan Schakowsky
Ranking Member
Subcommittee on Commerce, Manufacturing, and Trade
Committee on Energy and Commerce, U.S. House of Representatives

Re: Support for H.R. 6832, the Packaging and Claims Knowledge (PACK) Act of 2025, ahead of the July 22, 2026 hearing on "Legislative Proposals to Strengthen Consumer Protection in a Changing Marketplace"

Dear Chairman Bilirakis and Ranking Member Schakowsky:

On behalf of the Consumer Technology Association (CTA)®, we write in support of H.R. 6832, the Packaging and Claims Knowledge (PACK) Act of 2025, which the Subcommittee on Commerce, Manufacturing, and Trade will consider at its July 22 hearing. We ask that this letter be included in the hearing record.

CTA is North America's largest technology trade association, representing more than 1,200 member companies. Our members include innovators of all sizes—from startups to global brands—and help support more than 17 million American jobs. CTA owns and produces CES®, the world's most powerful tech and business event. CTA member companies lead in designing innovative products and more sustainable packaging, and they invest continuously in product stewardship and environmental improvements.

CTA members design, manufacture, and ship consumer technology products nationwide, and they rely on clear, consistent rules to communicate recyclable packaging claims to consumers. These products are sold in all 50 states, and manufacturers cannot realistically design different packaging for different jurisdictions. A growing patchwork of state labeling and disclosure requirements creates uneven standards for the same products sold across state lines, increases compliance costs, imposes conflicting engineering and labeling obligations, and creates legal uncertainty that can slow the adoption of more recyclable packaging. It also risks undermining the Subcommittee's consumer-protection goals by leaving consumers with recyclability claims that vary depending on where a product is sold.

Consumer Technology Association®
Producer of CES®

This challenge is especially acute for the electronics industry. Consumer technology products are built for a global marketplace, and their packaging is designed through complex, multi-tiered supply chains—not for a single U.S. state. Packaging is engineered alongside the product, often on lead times of two years or more, to meet durability, fit, and protection requirements. Even small labeling or packaging changes can require updates across manufacturing lines, certifications, and global suppliers, adding costs that fall especially hard on startups and smaller manufacturers. CTA members have made significant progress transitioning to more sustainable and recyclable packaging materials where appropriate, and a single federal standard would allow manufacturers to focus resources on improving recyclability rather than reconciling fifty different and sometimes conflicting state regimes.

The PACK Act addresses this problem by building on the Federal Trade Commission's (FTC) Guides for the Use of Environmental Marketing Claims (Green Guides) and its existing authority over environmental marketing claims, rather than creating a new federal regulatory regime. The FTC already has decades of experience overseeing these claims. By directing the FTC to establish one national framework for recyclable packaging claims—backed by competent and reliable evidence and third-party certification—the bill would replace today's fragmented approach with a clear, enforceable standard. For the technology sector, that certainty is essential to continued investment in recyclable packaging design and to ensuring consumers receive consistent, reliable information about what packaging can be recycled.

This consistency also advances the Subcommittee's consumer-protection goals. Clear, nationally consistent labeling gives consumers greater confidence that recyclability claims mean the same thing regardless of where a product is purchased. It also helps reduce confusion that can contribute to contamination in recycling streams. A single national standard would give consumers clearer information to recycle correctly and more often.

Every dollar spent redesigning packaging to satisfy conflicting state requirements is a dollar that cannot be invested in product innovation, sustainability improvements, or bringing new technologies to market. A single national standard would provide regulatory certainty for manufacturers, deliver clearer and more reliable information for consumers, and encourage continued investment in more sustainable packaging. These goals benefit consumers, innovators, and the environment alike. We commend Representative Weber and the bill's cosponsors for their leadership and respectfully urge the Subcommittee to advance H.R. 6832.

Thank you for the opportunity to share our views. CTA looks forward to continuing to work with the Subcommittee and would be pleased to serve as a resource as H.R. 6832 moves forward.

Sincerely,

A handwritten signature in cursive script, reading "Kinsey Fabrizio".

Kinsey Fabrizio
President & CEO
Consumer Technology Association