

PACK Act Facility Tour & Media Guide

Resources for Engaging Policymakers and Demonstrating the Real-World Impact of Packaging Policy

Facility visits allow members of Congress and their staff to see firsthand how packaging policy affects real-world business decisions, operations, employees, and consumers.

For companies across the packaging value chain, a well-planned visit can turn complex policy discussions into tangible examples, showing how packaging is designed and produced, how claims are reviewed and communicated, and how differing requirements can affect nationally distributed products.

This guide provides practical, customizable resources to help your organization invite and host a member of Congress or congressional staff in support of the PACK Act. It includes planning guidance, an invitation template, a suggested agenda, key messages, follow-up materials, and optional media resources.

The Objective: Help policymakers understand why a federal framework for recyclable, compostable, and reusable packaging claims matters to consumers, employers, employees, and communities they represent.

1. Why Host a Facility Visit?

Facility visits put policy into a local, real-world context. A successful visit can help policymakers understand:

- How packaging is designed, produced, reviewed, and distributed.
- How recyclable, compostable, and reusable claims are evaluated.
- How differing requirements can affect nationally distributed products.
- How regulatory changes translate into operational and business decisions.
- How packaging policy affects local employees, suppliers, customers, and facilities.
- Why clear and consistent packaging information matters to consumers.
- Why a federal framework can provide greater regulatory certainty for businesses in their district.

The most effective visits show rather than tell. Whenever possible, use an actual packaging production process or operational example to demonstrate how policy decisions translate into real-world consequences.

2. Planning Your Visit

Identify the Correct Congressional Office

- Begin with the members of Congress, including representatives and senators, who represent the facility and its employees. **You can do that by visiting the [Congress.gov Find Your Members](#) tool.**
- Contact the members' district office to introduce the facility and extend the invitation. Depending on the office, you may coordinate scheduling with district staff, Washington staff, or both.
- Plan early and remain flexible. Congressional schedules can change with little notice because of votes, hearings, travel, and other official responsibilities. A staff-level visit can also be valuable if the member is unavailable.

Build Your Internal Team

Before extending or finalizing the invitation, select the internal personnel responsible for the visit. We suggest identifying employees who can speak naturally and credibly about their work and explain the facility's operations in accessible terms.

Depending on your organization, this may include:

- Government affairs or public affairs
- Facility leadership
- Operations or manufacturing
- Technical or regulatory experts
- Legal
- Safety and security personnel

Choose Your Story

Do not try to explain every aspect of packaging policy during the visit.

- Identify one or two packaging examples that clearly demonstrate how recyclable, compostable, or reusable claims move through your operations, from technical and legal review through artwork, molds, production, inventory, distribution, and ultimately consumer communications.
- Connect the examples to the facility and the people the policymaker represents.

Confirm Visit Protocols

Before the visit, coordinate with the congressional office and your internal team. Confirm the congressional office's preferences regarding photography, social media, and local-media participation in advance. Do not assume the visit is open to press or that photographs, quotes, or the members' participation may be publicized.

We also recommend reviewing facility safety, confidentiality, security, and visitor requirements in advance. Additional pre-visit details may include confirming:

- Date, timing, arrival, and departure
- Accessibility needs
- Proprietary or confidential areas
- Employee participation
- Interviews or speaking opportunities

3. Congressional Invitation Template

Subject: Invitation to Visit [COMPANY/FACILITY] in [CITY]

Dear [REPRESENTATIVE/SENATOR OR STAFF MEMBER],

On behalf of [ORGANIZATION], I would like to invite [REPRESENTATIVE/SENATOR NAME] and members of the congressional staff to visit our [FACILITY TYPE] in [CITY].

Our team would welcome the opportunity to introduce [REPRESENTATIVE/SENATOR NAME] to our employees, provide a firsthand look at how we design and produce packaging, and discuss how packaging policy affects our operations and nationally distributed products.

During the visit, we can use a real packaging example to demonstrate how a recyclable, compostable, and/or reusable claim moves through technical and legal review, artwork development, production, inventory, distribution, and consumer communication.

We would also welcome the opportunity to discuss the **Packaging and Claims Knowledge Act, or PACK Act (H.R. 6832)**, [if senator is visiting, substitute Senate bill # once available] and why a federal framework for these claims matters to our employees, customers, operations, and consumers nationally.

We are happy to coordinate a visit around the representative's schedule. Please let me know the appropriate person on your team to coordinate a convenient date and time.

Thank you for your consideration. We hope to welcome [REPRESENTATIVE/SENATOR NAME] to [FACILITY NAME].

Sincerely,

[NAME]

[TITLE]

[ORGANIZATION]

[EMAIL]

[PHONE]

4. Preparing for the Visit

A successful congressional visit should be informative, visual, local, and concise.

Before the Member of Congress Arrives

- Brief participating employees on the purpose and format of the visit.
- Confirm the member's interests, committee assignments, and relevant district connections.
- Prepare a concise company and facility overview.
- Prepare clear PACK Act talking points and a specific congressional ask.
- Anticipate likely questions and identify who should answer them.
- Identify areas that cannot be photographed or discussed.
- Confirm all safety, security, accessibility, and visitor requirements.
- Re-confirm media, photography, and social-media protocols with the congressional office.
- Designate one person to manage timing and keep the visit on schedule.

Avoid lengthy presentations before the tour. Policymakers generally gain more from seeing operations and speaking directly with employees than from sitting through a detailed slide presentation.

5. Suggested 60-Minute Tour Agenda

1. **Welcome and Introductions — 5 minutes**
Introduce facility leadership, employees, and participating partners. Briefly explain what the member will see.
2. **Company and Facility Overview — 10 minutes**
Provide a concise overview of the company, facility, workforce, products, customers, and role in the local economy.
3. **Facility Tour — 25 minutes**
Show how packaging moves through relevant stages of design, production, quality assurance, inventory, and distribution. Highlight employees and operations whenever possible.
4. **Packaging Policy & PACK Act Discussion — 15 minutes**
Use a specific package or product to illustrate how recyclable, compostable, or reusable claims are evaluated and how differing requirements can affect operations and nationally distributed products. Connect the operational example to the PACK Act and the benefits of a federal framework.
5. **Questions, Congressional Ask & Photos — 5 minutes**
Answer remaining questions, make the congressional ask for support, identify any requested follow-up, and take photos if appropriate.

6. PACK Act: Core Messages

Keep the conversation focused. Members of Congress and staff should leave the facility understanding three things: **the problem, its real-world impact, and what Congress can do.**

The Policy

The PACK Act would establish a federal framework for recyclable, compostable, and reusable claims on consumer-product packaging.

The Consumer Interest

Consumers should be able to rely on recyclable, compostable, and reusable packaging claims that are accurate, understandable, and trustworthy.

The Business Reality

Differing state requirements can create conflicting obligations for the same nationally distributed product. Those differences can affect:

- Packaging artwork and specifications
- Legal and regulatory reviews
- Printing, tooling, and production
- Inventory management
- Distribution planning
- Consumer communications

The Guardrails

Companies would remain free to decide whether to make covered claims. The federal requirements would apply only when a company chooses to make one.

Covered claims would also require accredited independent third-party certification, helping substantiate claims and protect consumers and responsible businesses from misleading or unsupported representations.

The Ask

Support the PACK Act and help advance H.R. 6832 [if senator is visiting, substitute the Senate bill # if available].

Whenever possible, connect this request directly to what the policymaker just saw at the facility.

7. After the Visit

Follow-up is an important part of congressional engagement.

Within one to two days after the facility visit:

- Send a personalized thank-you message (*see example below*).
- Provide information or examples requested during the visit.
- Share approved photos through appropriate company channels.
- Coordinate with the congressional office before issuing public communications identifying the policymaker or characterizing the policymaker's position.
- Inform AMERIPEN about the visit, feedback received, and potential follow-up opportunities.
- If the member has not publicly supported the PACK Act, communications should describe the visit and discussion without suggesting endorsement.

8. Post-Visit Thank-You Template

Subject: Thank You for Visiting [FACILITY NAME]

Dear [REPRESENTATIVE/SENATOR OR STAFF MEMBER],

Thank you for visiting [FACILITY NAME] on [DATE]. We appreciated the opportunity to introduce you to our employees and provide a first-hand look at how packaging decisions move through our operations.

We hope the visit provided useful context on how differing requirements for recyclable, compostable, and reusable [edit as needed based on your packaging claim(s)] can affect nationally distributed products, consumer communications, and the employees and operations behind them.

As discussed, we encourage [REPRESENTATIVE/SENATOR NAME] to **support H.R. 6832** [if senator is visiting, substitute the Senate bill # if available], **the PACK Act**, and its federal framework for recyclable, compostable, and reusable packaging claims.

We would be pleased to provide any additional information that would be helpful. Thank you again for your time and interest in [COMPANY/FACILITY].

Sincerely,

[NAME]

[TITLE]

[ORGANIZATION]

9. Publicizing the Visit

If approved by the congressional office and your communications team, consider extending the reach of the visit through:

- Company social-media channels
- Employee communications
- Company website or newsroom
- Local business or community publications
- Trade media
- AMERIPEN communications

Strong post-visit content should emphasize what the policymaker saw, whom they met, and why the issue matters locally.

Use approved photographs of the member engaging with employees or touring operations whenever possible. Avoid overly staged imagery or communications that imply political endorsement.

If the congressional office publishes its own content about the visit, coordinate with your communications team before amplifying or repurposing it.

10. Final Facility-Visit Checklist

Before the Visit

- ☐ Identify the appropriate member of Congress.
- ☐ Extend the invitation and identify scheduling contacts.
- ☐ Establish an internal planning team.
- ☐ Select one or two strong packaging examples.
- ☐ Identify participating employees and speakers.
- ☐ Prepare concise PACK Act messages and congressional ask.
- ☐ Confirm safety, security, confidentiality, and accessibility requirements.
- ☐ Confirm photography, media, and social-media protocols.
- ☐ Prepare requested briefing or leave-behind materials.

Day of the Visit

- ☐ Brief participating employees and facility leadership.
- ☐ Confirm arrival and congressional staff contacts.
- ☐ Keep presentations concise and prioritize the facility experience.
- ☐ Connect policy issues to actual operations and employees.
- ☐ Make a clear PACK Act ask.
- ☐ Capture approved photographs.
- ☐ Record questions or follow-up requests.

After the Visit

- ☐ Send a thank-you within one to two business days.
- ☐ Provide requested information promptly.
- ☐ Publish only approved public communications.
- ☐ Share relevant outcomes with AMERIPEN.
- ☐ Identify appropriate congressional follow-up.

Need Help Planning a Visit?

AMERIPEN can help PACK Act coalition members prepare for congressional outreach, identify key PACK Act messages, and coordinate follow-up.

Contact Danielle Waterfield, Policy Director and General Counsel:

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Learn more about the PACK Act: ameripen.org/pack-act

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