

# Australasian Recycling Label SME Toolkit



## Introducing the Australasian Recycling Label (ARL)

Research shows that your customers care about recycling and want to buy packaging that can be easily recycled, with clear recycling instructions.

That's why businesses around Australia are making the switch to using the Australasian Recycling Label (ARL) – a simple and easy packaging label that tells their customers how to recycle correctly. The ARL is an evidence-based label that's already being used by hundreds of businesses and is supported by all Australian governments to make recycling easier.

## How to use this toolkit

This toolkit has been developed to provide small to medium-sized enterprises with everything they need to know about sustainable packaging and the ARL.

It contains:

- an introduction to recyclable packaging and why it matters, and
- resources (including training modules, fact sheets and animations) to help you and your team learn more about sustainable packaging.



## Recyclable packaging – why does it matter?

Packaging has many important uses – it keeps our products safe, our food fresh and provides vital customer information. But when packaging isn't disposed of correctly, it causes serious damage to our environment.

If your business uses packaging, it's time to make the switch to the ARL and tell your customers how to properly dispose of your product's packaging. Across Australia, hundreds of businesses are making the switch to more sustainable packaging, including packaging that can be recycled with accurate recycling information.

### Research<sup>1</sup> shows:

# 76%

of customers see regularly recycling as the most obvious way to help the environment.

# 64%

of customers want more information about what can and can't be recycled.

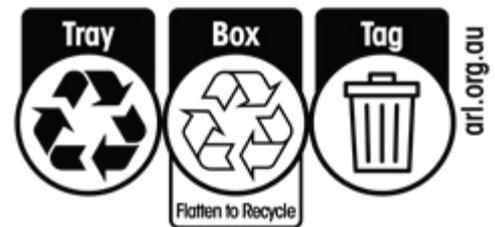
# 65%

of customers see brands and product producers as responsible for providing accurate packaging recycling information.

## What is the ARL?

The ARL is an on-pack label that provides easy-to-understand instructions about how to correctly dispose of a product's packaging. The evidence-based label clearly identifies if an item of packaging belongs in the waste bin, the kerbside recycling or can be recycled – provided the customer follows a simple instruction. It also provides specific instructions for all parts of the packaging, such as the lid, the tray or the wrap.

The ARL takes the confusion out of packaging for business owners by helping them to provide easy and accurate recycling instructions to their customers.



# 50%

of customers say they are more likely to buy a product if it contains the ARL.

# 74%

of customers agree the ARL is a great idea and want to see it on all packaging.

<sup>1</sup> Australian Packaging Covenant Organisation, 2022. Australasian Recycling Label Consumer Insights Report 2022. Available at: <https://documents.packagingcovenant.org.au/public-documents/ARL%20Consumer%20Insights%20Report%202022>



## Available Resources

We have provided a range of resources including training modules, fact sheets and animations to help you and your team learn more about sustainable packaging.

### Fact sheets

- ☰ Sustainable Packaging: An Introduction for SMEs
- ☰ What is the Australasian Recycling Label?
- ☰ An SME Guide to Packaging Labels
- ☰ Packaging Recycling in Australia: What Big Picture Changes Mean for SMEs
- ☰ The Sustainable Packaging Guidelines for SMEs.

**The Sustainable Packaging Guidelines for SMEs**

The Sustainable Packaging Guidelines (SPGs) is a nationally recognised resource that helps businesses of all sizes to improve the sustainability of their packaging. This fact sheet is designed to provide small to medium-sized enterprises (SMEs) with a snapshot of what the SPGs are and how they can help their business make the change to more sustainable packaging.

**3 ways the SPGs can help your business**

- 1 Get the facts**  
There are a lot of environmental claims on the market. By getting to know the SPGs and the 10 Sustainable Packaging Principles they cover, your business will have a stronger understanding of what sustainable packaging really means.
- 2 Make confident choices**  
Understanding the SPGs will give you the confidence to design or purchase the right packaging, both for your business and the environment.
- 3 Reap the rewards**  
Making the switch to more sustainable packaging has numerous benefits. These range from improving your brand reputation and attracting new customers, to saving costs with more efficient packaging and transport.

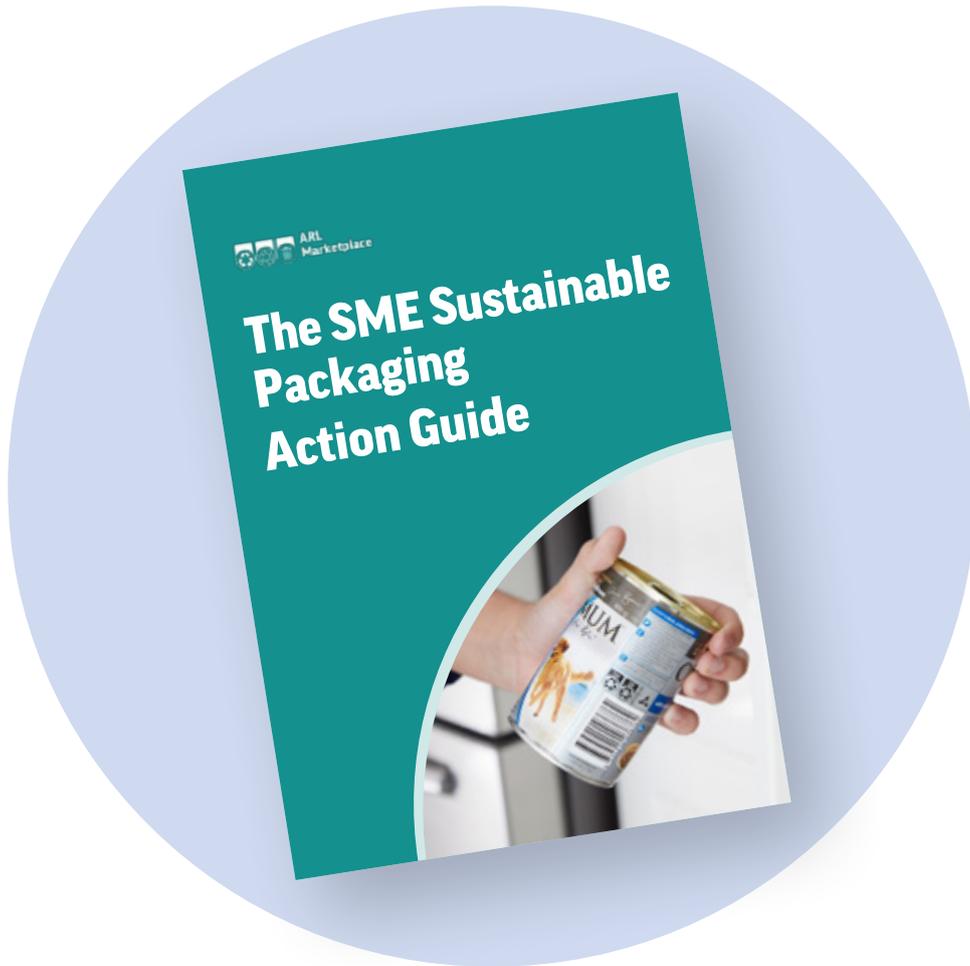
Working together to get the ARL on-pack.  
This project received grant funding from the Australian Government.



## The SME Sustainable Packaging Action Guide

There are many steps you and your business can take now to begin your sustainable packaging journey.

The document below provides guidance on how to better understand the sustainability of your current packaging, as well as the right questions to ask your suppliers about sustainable packaging options.



## FAQs

The Frequently Asked Questions (FAQs) include a list of commonly asked questions and answers on topics like:

- The ARL
- Sustainable packaging options
- Benefits of sustainable packaging



**Click here  
to download  
the FAQs**



## Animations

-  What is the ARL?
-  Benefits of the ARL
-  An Introduction to Sustainable Packaging
-  The Journey of Packaging
-  ARL Marketplace Modules Introduction



### Want to Learn More?

Additional resources like case studies can be found on the ARL Marketplace.

## Training Modules

Our campaign partner the Australian Institute of Packaging has developed a range of detailed educational training videos for small businesses. These free, in-depth training sessions are available on the ARL Marketplace website.

-  Introduction to the Australasian Recycling Label
-  Introduction to Circular and Sustainable Packaging Design
-  Introduction to the 2025 National Packaging Targets
-  The Australasian Recycling Label - Benefits for Businesses and Products
-  How SMEs Can Use Sustainable Packaging Design to Improve the Sustainability of their Packaging - Part A
-  How SMEs Can Use Sustainable Packaging Design to Improve the Sustainability of their Packaging - Part B
-  How SMEs Can Reduce Their Onsite Packaging Waste



## Want to learn more about the ARL?

Visit [www.arlmarketplace.org.au](http://www.arlmarketplace.org.au) and access a range of free educational tools and resources. Register now and stay up to date on the ARL and all things sustainable packaging.

## Contact information:

To get in touch today or learn more about the ARL and ARL Marketplace please contact:

### Australian Packaging Covenant Organisation (APCO)



Website: [www.apco.org.au/](http://www.apco.org.au)



Phone: 02 8381 3735



Email: [arlmarketplace@apco.org.au](mailto:arlmarketplace@apco.org.au)



LinkedIn: [www.linkedin.com/company/australian-packaging-covenant-organisation/](https://www.linkedin.com/company/australian-packaging-covenant-organisation/)

### Australian Institute of Packaging (AIP)



Website: [www.aipack.com.au/](http://www.aipack.com.au/)



Phone: 07 3278 4490



Email: [info@aipack.com.au](mailto:info@aipack.com.au)



LinkedIn: [www.linkedin.com/in/australianinstituteofpackaging/](https://www.linkedin.com/in/australianinstituteofpackaging/)

### Australian Food and Grocery Council (AFGC)



Website: [www.afgc.org.au/](http://www.afgc.org.au/)



Phone: 02 6273 1466



Email: [afgc@afgc.org.au](mailto:afgc@afgc.org.au)



Facebook: [www.facebook.com/austfoodgrocery](https://www.facebook.com/austfoodgrocery)



LinkedIn: [www.linkedin.com/company/australian-food-and-grocery-council/](https://www.linkedin.com/company/australian-food-and-grocery-council/)

### National Retail Association (NRA)



Website: [www.nra.net.au/](http://www.nra.net.au/)



Phone: 1 800 738 245



Email: [sustainability@nra.net.au](mailto:sustainability@nra.net.au)



Facebook: [www.facebook.com/NationalRetailAssociation/](https://www.facebook.com/NationalRetailAssociation/)



LinkedIn: [www.linkedin.com/company/national-retail-association/?originalSubdomain=au](https://www.linkedin.com/company/national-retail-association/?originalSubdomain=au)



# ARL Marketplace



*This project received grant funding from the Australian Government.*