

The label on your packaging might seem like a small issue, but for small to medium-sized enterprises (SMEs) the right recycling label can have a huge impact. This fact sheet contains a snapshot of everything you need to know about the correct way to label for recycling.

3 reasons why recycling labels work

Changing behaviours:

Behavioural science shows that receiving information in the moment is the best way to influence your customers to break bad habits and form positive new ones. Research has shown that recycling messaging on-pack leads to more packaging being recycled.

It gives wish-cycling the flick!:

Do you ever take a piece of packaging to the bin, and although you aren't quite sure which bin to put it in, you get the feeling that it must be recyclable? It's called wish-cycling - and it's a habit where consumers throw something in a bin based on assumptions rather than facts. An accurate label is the only way to tackle it.

It's where your customers look for advice:

Research shows that the place customers look for recycling advice is on the back of a product's packaging.



Know your labels

Did you know there are over 200 recycling labels on the market? No wonder almost 50% of Australians still find recycling confusing! Get to know some of the most common labels so you can put the right one on your packaging.



The ARL is an evidence-based label that provides easy to understand recycling information for all parts of a product's packaging, saving your customers time, reducing confusion and increasing confidence in recycling.



The REDcycle label tells consumers that a brand is a partner of the REDcycle program. This means that a brand's packaging is a soft plastic and needs to be taken to a local drop-off point to be recycled. You can find REDcycle bins at participating supermarkets like Coles and Woolworths.



The Tidyman symbol is an internationally recognised logo used on packaging to encourage customers to responsibly dispose of packaging and reduce littering. This symbol does not however provide detail on what is the correct bin to dispose of the item in.

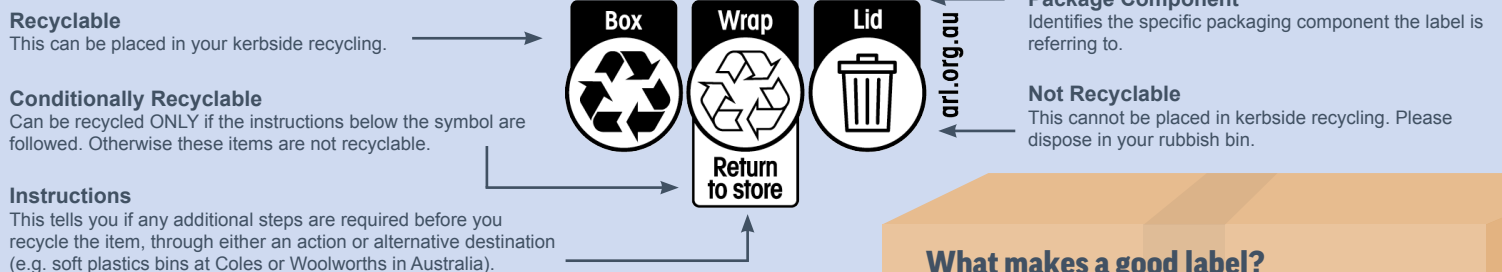


The PIC symbol is a labelling system that identifies the type of plastic that the packaging is made of. It does not identify if a piece of packaging can be recycled.



The mobius loop is a generic symbol that's used to communicate recycling or recyclability. It's important to know that this symbol is not regulated, or evidence based.

Get to know the ARL



Take action:

Want to learn more about the ARL and sustainable packaging? Visit www.arlmarketplace.org.au and access a range of free educational tools and resources. Register today to stay up to date on the ARL and all things sustainable packaging.

What makes a good label?

An international report by the United Nations Environment Programme ranked labelling programs around the world based on materials, production, recyclability and disposal. The ARL was recognised as a world-leading consumer recycling label and was commended for its clarity, reliability and accessibility. It was singled out as one of the few programs that deliver informative and useful information that could effectively increase consumer recycling behaviour.