



Quality ingredients



No added colours or flavours



arl.org.au

Manufactured for
Bobbies Petcare Pty Ltd, 6A Blockley Ave,
Murray Park SA 5038

Meet Bobbies Petcare

Founded in 2018 by Jennifer Kelly, Bobbies Petcare produces a range of healthy ice treats for dogs and are distributed through Metcash, Foodland Supermarkets and RSPCA Petville in South Australia, and FoodWorks Supermarkets in Victoria.

We spoke to Bobbies Petcare Founder and Director Jennifer Kelly about why she uses the Australasian Recycling Label (ARL) on her packaging.

Tell us about your business's approach to packaging.

From the beginning, the environmental impact of our business was a priority. We design our products so they don't need to be refrigerated during shipping and storing, and our customers can freeze them at home. This means we don't need cold chain logistics, which reduces our energy consumption.

“ We are conscious that our company can make a difference in the choices we make every day in our approach to the environment. ”

We wanted to find the best recyclable material at a reasonable cost for the business and as non-experts in packaging and materials, we did our homework!

Some other considerations for our business included that the packaging needed to be food grade, certified by Hazard Analysis Critical Control Points (HACCP) and ordered in a cost-effective way to reduce waste.

Food SA introduced us to the ARL and we started using it on-pack for our very first product range in 2020. Now, 100% of our product range has the ARL!

How has the ARL benefitted your business?

One of the best benefits of using the ARL is we know it is evidence based and our customers are putting our packaging in the right bin.

Our customers, particularly millennial dog owners, tell us how they love our decision to be more environmentally friendly.

“ Adopting the ARL and becoming more sustainable has improved our image to customers as a transparent and eco-conscious small business. ”



What do you do to let your customers know that you have the ARL on your packaging?

The ARL is on our website, we help our customers by providing them with flyers on how to recycle our packaging in all our direct orders and we always mention it in conversations with our customers.

Our social media channels will soon include a video and photos showing which bin our packaging goes into and how easy it is to recycle.

What other sustainable practices do you implement in your business?

We reuse our outer cartons for direct deliveries where possible and make sure we separate our waste so that it is treated appropriately.

BOBBIES' TOP TIP

The team at APCO and AIP are very helpful and are great at getting small business owners up to speed across all the packaging requirements and answering tricky questions.

Start your ARL journey today at www.arlmarketplace.org.au.