

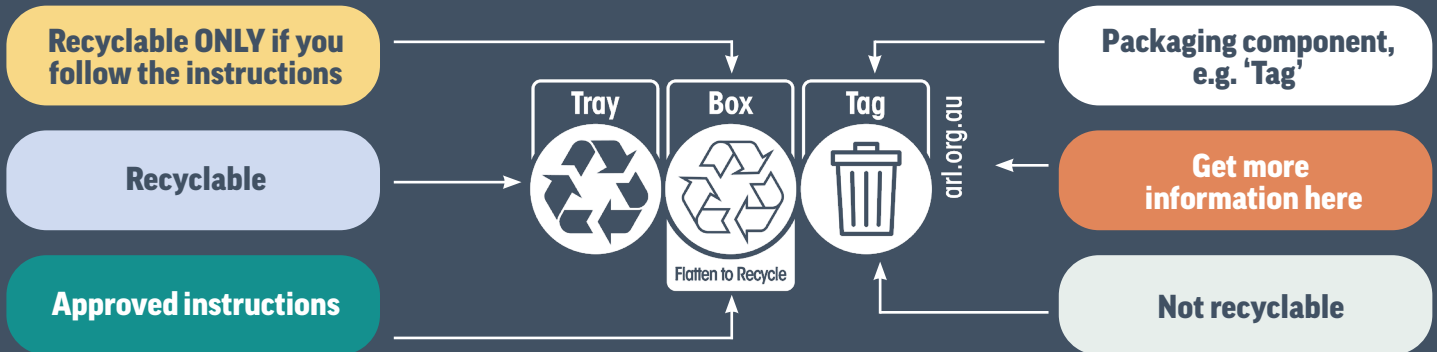


What is the ARL?

- A packaging label that helps your customers to recycle right.
- It explains if packaging belongs in the waste bin, the kerbside recycling, or can be recycled by following a simple instruction.
- It shows how to dispose of all parts of the packaging.



What do the different parts of the label mean?



How will the ARL benefit my business?



Using the ARL is an easy and cost-effective way to show customers you're serious about sustainability.



75%

of Australians want to see the ARL on every packaging item.



Avoid greenwashing

Feel confident you aren't making false or misleading environmental claims with Australia's only evidence-based recycling label.

When do I need to put the ARL on my packaging?

Australian Government target*
By the end of 2023, at least 80% of supermarket products to display the ARL.

Now is the time to act. The ARL is used on hundreds of thousands of products around Australia.

Take Action:

Keen to learn more about the ARL?
Start your ARL journey today at www.arlmarketplace.org.au

*National Plastics Plan, 2021, 3.



Working together to get the ARL on-pack.

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