4LEGS

Meet 4Legs

4Legs is a family-owned Australian business that has been making high-quality, all-natural fresh pet food for 26 years. It produces fresh dog food products in a dog roll as well as meatballs in trays.

We spoke to 4Legs CEO John Ratten about his approach to sustainable packaging and why he chooses to use the Australasian Recycling Label (ARL).

Tell us about your business's approach to packaging.

It is important to us as an Australian family business to do everything we can to protect our environment for all Australians and their families' futures.

Our packaging keeps our perishable dog food products fresh and maximises shelf life. Our products need to be protected from external elements such as air and moisture, so we must carefully consider the materials we choose.

How has the ARL benefitted your business?

We are deeply committed to reducing packaging waste, so in 2020 we made the decision to start using the ARL and we now use it on 100% of our primary packaging.

The ARL helps our consumers dispose of our packaging easily and correctly. It's that simple.

After joining the ARL, we were inspired to make the switch to recyclable materials and change our packaging, where possible, to meet requirements for kerbside recycling. This meant moving to a PET mono structure and using post-consumer recycled plastic in our primary packaging.

What other sustainable practices do you implement in your business?

Consumers can get a reusable lid via redemption through our website, which they love. This lid makes it easier for them to store dog food in their fridge. Using the reusable lid, instead of using plastic wrap, reduces waste.

4LEGS' TOP TIP

Reach out to the ARL Marketplace team for support – they will help you navigate sustainable packaging for small businesses.

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

" Choosing environmentally friendly packaging materials has lifted our brand to demonstrate that we care about the environment. "

Working together to get the ARL on-pack.