

# The Australasian Recycling Label – what it means for your business



**ARL Marketplace**



For small to medium-sized enterprises (SMEs), it's time to start using the Australasian Recycling Label (ARL) on your packaging. This fact sheet provides a snapshot of what the ARL is and why it matters for your business.

## 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.



## Getting to know the ARL

- 1 ARL Website URL:** Directs consumers to further information on recycling.
- 2 Separable Component:** Identifies the specific component the label relates to.
- 3 Classification:** Indicates whether the packaging component is 'Recyclable', 'Conditionally Recyclable' or 'Not Recyclable'.
- 4 Instructions:** Approved instructions tell you if any additional steps are required to recycle the item, through an action or alternative recycling destination (e.g. REDcycle and the Soft Plastics Recycling Scheme).

**1 For more information on recycling visit [arl.org.au](http://arl.org.au)**



- 5 Recyclable:** This can be placed in your kerbside recycling.
- 6 Conditionally Recyclable:** Can be recycled ONLY if the instructions below the symbol are followed. Otherwise, these items are not recyclable.
- 7 Not Recyclable:** This cannot be placed in your kerbside recycling. Please dispose in your rubbish bin.



Used on thousands of products and by all industries.



Internationally recognised.



Evidence-based.



## What consumers want:

**64%**

want more information about what can and can't be recycled.\*

**65%**

consider brands and product producers as responsible for providing accurate packaging recycling information.\*

**72%**

want the ARL to be on all packaging.\*

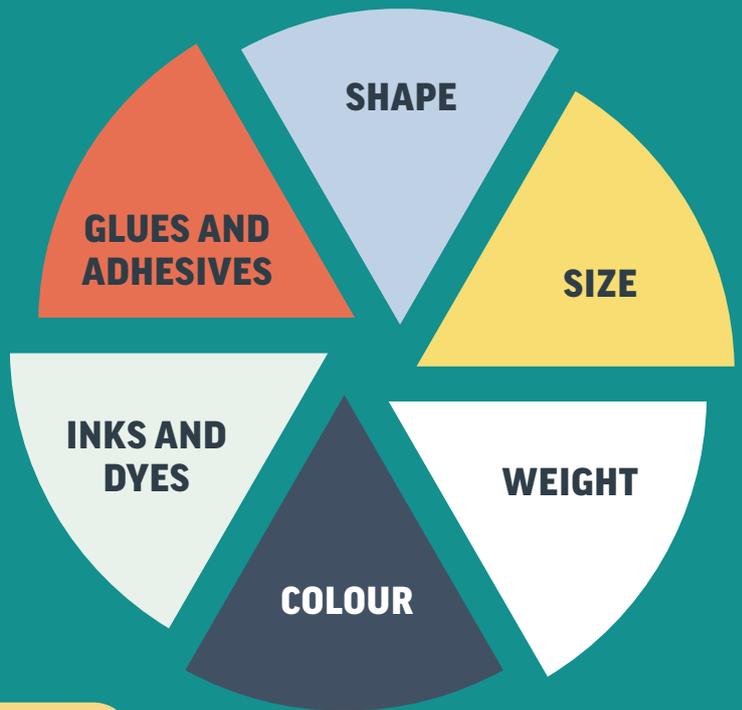
\*Only applies in Australia and New Zealand.

## The science behind the ARL

When it comes to the recyclability of packaging, there are lots of factors that can have an impact. The shape, size, colour and ink used on an item of packaging can determine whether it can be recycled.

That's the power of the ARL. It takes all of these factors into consideration and provides the right information in one convenient label.

Packaging recyclability is more than what you think a package is made of. It's also about:



## 5 ways the ARL will help your business:



### INCREASE SALES

The ARL can increase customer recognition of your products and drive increased sales by meeting your customers' demand for simple and accurate recycling instructions.



### BOOST CONFIDENCE

With the ARL on-pack, you will feel confident your business is following best practice labelling guidance.



### BECOME A LEADER

Be an early adopter in your industry and a sustainability leader in your supply chain.



### JOIN A COMMUNITY

When you use the ARL you join a community of hundreds of like-minded businesses working for change.



### DRIVE CHANGE

Become part of the business revolution that ensures packaging is successfully recycled and remade into new packaging or products.

## Take action:

Want to learn more about the ARL and sustainable packaging?

Visit [www.arlmarketplace.org.au](http://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.



**Working together to get the ARL on-pack.**

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