

1. Why

The Australasian Recycling Label (ARL) is an evidence-based system that helps consumers know how to recycle packaging correctly.

Applying recycling labels to packaging is crucial for promoting sustainability and reducing waste. Clear labelling helps consumers understand what materials can be recycled, encouraging them to make eco-friendly choices. This in turn increases recycling rates and minimizes contamination in the recycling stream. By providing explicit guidance, labels empower individuals to contribute to a circular economy, conserving natural resources and mitigating the environmental impacts of production and disposal.

TYPO applies ARL on 100% of own brand packaging (Excluding third party).

By using ARL logos on our packaging, we communicate to customers how to recycle our products correctly and:

- Demonstrating commitment to sustainability and environmental responsibility
- Meeting customer expectations for eco-friendly practices
- Complying with packaging regulations and industry standards
- Reducing waste and increasing recycling rates
- Enhancing brand reputation and transparency

2. What is APCO

Australian Packaging Covenant Organisation (APCO) is a co-regulatory not-for-profit organisation leading the development of a circular economy for packaging in Australia. APCO's vision is a packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy, and labour within the local economy.

3. What do the ARL Logos mean for our customer

The ARL has four labels with the following meanings:

- **Recyclable:** The coloured or opaque recycling symbol indicates that the packaging can be placed in the recycling bin.
- **Conditionally Recyclable:** The clear or transparent recycling symbol means that consumers must follow the instructions to recycle the packaging.
- **Not Recyclable:** The bin symbol means that the packaging is not recyclable and should be placed in the rubbish bin.
- **Check Locally:** The geotag symbol means that the packaging may be recyclable at kerbside or other locations recognized as alternative destinations.

