

## Recycling logo guidelines

Super Retail Group is part of the Australian Packaging Covenant (“APC”) and has committed to the principles of sustainable packaging, including providing adequate information to our customers to be able to identify recyclable packaging.

As part of this commitment, all house branded products supplied by the Group are required to comply with the Sustainable Packaging Guidelines and all artwork should display the recycling logo and an explanatory statement that clearly indicates whether the symbol applies to the product, packaging or part of the packaging.

For house-branded products the labelling is required to:

- Display the recycling logo (Mobius loop) to help responsible disposal; and
- Indicate for each different type of packaging what recycling capabilities using standard recycling logos.

Any of the symbols below are acceptable:



The explanatory statement must be presented next to the symbol and must clarify whether the symbol applies to packaging only, part of the packaging (i.e.: recyclable paper, recyclable plastic, etc.) or product only (i.e. car batteries). Examples:

1. Whole packaging:



Recyclable Packaging

2. Part of the Packaging

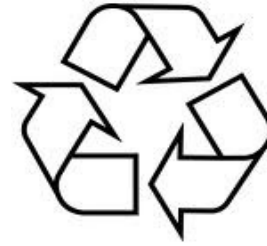
The explanatory Statement should indicate the recyclable packaging material. Examples:



Recyclable cardboard



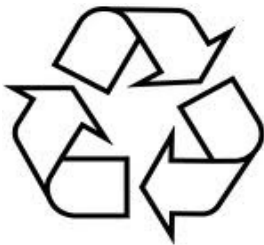
Recyclable plastic



Recyclable steel

\*Other examples include: Recyclable paper, recyclable glass and recyclable aluminium

3. Product (car batteries only)



Recyclable Product

Note: If both product and packaging are recyclable, an explanatory statement should be included in the packaging to reflect this.

Please remember that the term 'recyclable' can be used when there is evidence that:

1. The collection, sorting and delivery systems to transfer the materials from the source to the recycling facility are conveniently available to a reasonable proportion of the purchasers, potential purchasers and users of the product.
2. The recycling facilities are available to accommodate the collected materials.
3. The product for which the claim is made is being collected and recycled.

If the cardboard has been sourced from a renewable resource this should be noted, for example a source certified by the Forrest Stewardship Council ([www.fscus.org](http://www.fscus.org)). In this case, evidence **must be provided** to the Category Manager to confirm the claim and the certification.



If plastic is used, it should always be a recyclable type and display a recycling logo that indicates which type to help responsible disposal.

### **Australian/New Zealand Standard AS/NZS ISO 14021:2000**

When, how and what kind of terminology can be used in environmental claims is outlined by the Australian/New Zealand Standard AS/NZS ISO 14021:2000 (ISO 14021). To obtain this Standard, visit the [Standards Australia website](#).

Under ISO 14021, the mobius loop can only be used in relation to products or packaging with 'recyclable' or 'recycled' content.

The term 'recyclable' can be used when there is evidence that:

1. The collection, sorting and delivery systems to transfer the materials from the source to the recycling facility are conveniently available to a reasonable proportion of the purchasers, potential purchasers and users of the product.
2. The recycling facilities are available to accommodate the collected materials.
3. The product for which the claim is made is being collected and recycled.

When the term 'recycled content' is used, the percentage of recycled material must be stated. In this case, evidence must be given to the Category Manager to support the claim. According to the standard, recycling both pre-consumer and post-consumer waste materials is considered as recycled content. Pre-consumer waste material means material diverted from the waste stream during a manufacturing process. Post-consumer waste material is material generated by households or by commercial and industrial facilities.

### **Misleading environmental labelling**

The Australian Competition and Consumer Commission (ACCC) has identified the potential for environmental labelling to mislead consumers. For example, consumers are likely to understand the term 'recyclable' or recycling symbols on products to mean that there is real likelihood that the product will find its way into a recycling facility. If such facilities do not exist at all, or there are few facilities, or they exist only as pilot plants, then the use of the term or symbols may be misleading.

### **Mobius loop and the plastics coding system**

The mobius loop is different to the Plastics Coding System. The Plastics Coding System is used to indicate the most common material used in the manufacture of the product or packaging. Their purpose is to assist recyclers with sorting the collected materials but they do not necessarily mean that the product/packaging can be recycled in Australia either through domestic kerbside collection or industrial collections.

Consumer understanding, awareness and behaviours have a large impact on resource recovery and recycling of used packaging materials.

These guidelines have been prepared in accordance with AS/NZS ISO 14021:2000 (Environmental labels and declarations- self-declared environmental claims (type II environmental labelling) and the Sustainable Packaging Guidelines. Failure to properly adhere to labelling guidelines may raise issues with the Australian Consumer Law. If unsure, please contact:

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