




LABELLING FOR RECOVERY

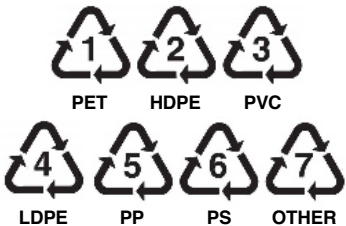


This Quickstart presents some of the more commonly used logos that support claims about recyclability, compostability or responsible disposal in Australia. Informing consumers through on-pack labelling of how to correctly dispose of packaging in a clear and simple manner can help reduce confusion, and reduce contamination in recovery streams. It is important to note that regulatory requirements may apply to labelling.

Table 1. Types of labels used in Australia to inform consumers of how to dispose of packaging.

TYPE OF CLAIM	LABEL	PURPOSE
Recyclability of packaging		<p style="text-align: right;">LEARN MORE</p> <p>Australasian Recycling Label (ARL) The ARL is designed to be used in conjunction with the Packaging Recyclability Evaluation Portal (PREP), and is an evidence-based standardised labelling system that provides clear and consistent on-pack recycling information to inform consumers of the correct disposal method of packaging through kerbside collection.</p>
Compostability of packaging		<p style="text-align: right;">LEARN MORE</p> <p>Industrial Composting Logo The Australasian Bioplastics Association (ABA)'s Seedling Composting logo verifies that packaging is compostable according to AS 4736 (2006) <i>Biodegradable plastics: Biodegradable plastics suitable for composting and other microbial treatment.</i></p>
		<p style="text-align: right;">LEARN MORE</p> <p>Home Composting Logo The ABA's Home Composting logo verifies that packaging is compostable according to AS 5810 (2010) <i>Biodegradable plastics: Biodegradable plastics suitable for home composting.</i></p>

It is important to ensure that no false or misleading claims are made on-pack regarding the recoverability of the packaging, and to ensure that all imported goods have appropriate labelling for the Australian market.

Table 2. Types of labels used in Australia which may cause confusion.

LABEL	PURPOSE
	<p>Plastics Identification Code The voluntary 1-7 numbering system identifies the type of plastic the packaging is made out of. It is not intended to suggest that the packaging is recyclable.</p>
	<p>Tidyman The Tidyman symbol is an internationally recognised, public domain logo that is used on packaging to encourage responsible disposal by consumers, to help reduce litter.</p>
	<p>Mobius Loop The Mobius loop is an internationally recognised, public domain logo that is used on packaging to indicate that something is recyclable. It is important to note however that use of the Mobius loop is not regulated.</p>

For more information, please see the below resources

- To find out more information on legal obligations regarding environmental claims in Australia:
 - > Commonwealth of Australia (2011), Green marketing and the Australian Consumer Law, Australian Competition and Consumer Commission (Canberra), available at: <https://www.accc.gov.au/system/files/Green%20marketing%20and%20the%20ACL.pdf>
- For additional guidance on claims on plastic bags:
 - > Commonwealth of Australia (2010), Biodegradable, degradable and recyclable claims on plastic bags, Australian Competition and Consumer commission (Canberra), available at: <https://www.accc.gov.au/system/files/Biodegradable%2C%20degradable%20and%20recyclable%20claims%20on%20plastic%20bags.pdf>
- Beverage containers that are eligible for container deposit schemes may have additional legislative requirements regarding labelling. To find out more about a state or territory Container Deposit Scheme:
 - > Australian Beverages Council (2019), Container Deposit Schemes, available at: <https://www.australianbeverages.org/initiatives-advocacy-information/container-deposit-schemes/>

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