

Company Name: PRINCESS POLLY ONLINE PTY LTD

Trading As:

ABN: **43169210520**

About 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.

Each year, APCO Brand Owner Members are required to submit an APCO Annual Report and an APCO Action Plan. This document is the Annual Report and Action Plan output for the organisation listed above. This document provides the overall performance level of the organisation, as well as any commitments they have made to work towards on their packaging sustainability journey. This document may also include additional information provided by the Member in their report.

Overall Performance Advanced

The chart below indicates the overall performance level of this organisation listed above in the 2022 APCO Annual Report. The organisation's reporting period was January, 2021 - December, 2021



Understanding APCO Annual Reporting performance levels:

Getting Started: You are at the start of your packaging sustainability journey.

You have made some first steps on your packaging sustainability

journey.

You have taken tangible action on your packaging sustainability

Advanced:

journey.

You have made significant progress on your packaging

Leading:

sustainability journey.

Beyond Best Practice: You have received the highest performance level and have made significant progress on your packaging sustainability journey.



Additional Information

The information below indicates additional information that the organisation included in their APCO Annual Report.

Describe initiatives, processes or practices that you have implemented during your chosen reporting period that have improved packaging sustainability

Our 2021 packaging stocktake and review allowed us to analyse our customer facing and business-to-business packaging against the SPGs and was a significant initiative that helped improve our packaging sustainability. From this review, we developed our Supplier Routing Manual and Packaging Guidelines, which set out clear instructions on how to pack our products, including a list of prohibited unnecessary single use plastics. Additionally, material efficiency was improved through these guidelines as we clearly defined the appropriate sizes for each product type. As 33% of our packaging baseline came from our primary packaging, this review and Manual had a large impact on our packaging sustainability.

Detailed below, our polybags and mailer transition initiative greatly improved our packaging sustainability, both in line with SPGS, minimising waste to landfill and reducing carbon emissions. We also transitioned our packing slips, swing tags and boxes to be made of recycled content.

Please use the space below to provide examples or case studies of exemplary packaging sustainability conducted by your organisation.

At the start of 2021, Princess Polly was using compostable polybags and mailers. While this was in line with certain National Packaging Targets and Sustainable Packaging Guidelines, we undertook a deep review of this strategy against the targets, guidelines and wider industry, and completed a full transition over to 100% recycled LDPE bags. This case study highlights how we used the Sustainable Packaging Guidelines to make this transition

'Designing for recovery' is a key SPG for Princess Polly, aligning with our 2025 commitment that all consumer facing packaging will be reusable, recyclable or compostable, our 2025 zero-waste commitment and with the National Packaging Target of achieving 100% reusable, recyclable or compostable packaging. Through direct customer engagement, we learned that our consumers had limited access to compost bins, and although our bags were certified to the AS5810 standard, there are still limited local facilities that can process compostable packaging. We wanted to make sure our packaging had a widespread end-of-life solution both with our customers and at our own buildings. Our customer survey found that soft plastics recycling options were far more accessible so switching back to soft plastics would ensure a higher chance of recovery as well as less instances of soft plastics contamination.

Through close communication with our customer service team, we identified repeat occurrences of our compostable mailers being damaged during transit, especially on aircrafts. This was damaging the products inside the bags, increasing shipping delays and returns (and associated carbon emissions). When assessing the SPG of 'designing to reduce product waste' and 'designing for transport efficiency,' it was evident that a change in material was required.

Moreover, our supplier communications had highlighted some concerns over the ease of packing our product in the compostable bags due to their texture and micron thickness, embedding 'design for accessibility' into our choices as well. While our previous compostable bags were lighter, it was clear that this did not achieve a good 'design for material efficiency' as the integrity was lost. Therefore, we worked to find a solution that did not compromise on the functionality of the packaging.

Princess Polly then integrated the SPG to 'use recycled materials' to procure a 100% recycled LDPE bag



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option. This also aligned with the NPT related to recycled content in packaging. While calculating our carbon baseline in 2021, we identified that 100% recycled content LDPE generates 74% less emissions than virgin soft plastics and 46% less than a compostable alternative. During the sampling process for this new design, our Australian and US teams partnered with our carriers to undertake numerous durability tests to ensure our product was protected.

'Providing consumer information on sustainability' was always at the forefront of our Social Responsibility Strategy, and even more so, with a change in customer facing packaging. We researched the recovery options for our key markets to ensure clear instructions were on the packaging directly as well as on our packing slip, website and blog. Moreover, our decision to transition from compostable to 100% recycled plastic (and the associated sustainability benefits) was transparently explained to our customer.

APCO Action Plan Commitments

For each of the Packaging Sustainability Framework criteria listed below, a description is provided along with the commitments made by the organisation in their APCO Action Plan.

Criteria 1:

Governance & Strategy:

This criteria considers actions to integrate packaging sustainability into business strategies.

- Develop a strategy that includes goals (objectives) and targets for packaging sustainability that addresses the Sustainable Packaging Guidelines (SPGs) or equivalent.
- Include a commitment to achieving the 2025 National Packaging Targets in our strategy.
- Have our executive or board of directors review our strategy and have the strategy integrated within our business processes.
- Regularly communicate and promote packaging sustainability objectives and targets within our organisation.
- Regularly engage or communicate with our external stakeholders about the environmental impacts of our packaging.
- Actively participate in initiatives to promote packaging sustainability outside of our organisation.

Criteria 2:

Design & Procurement:

This criteria considers actions taken to ensure that sustainability principles are considered in the design or procurement of both new and existing packaging through use of the Sustainable Packaging Guidelines (SPGs).

- Review 100% of our packaging against the Sustainable Packaging Guidelines (or equivalent).
- Improve the accuracy of our data regarding reviews of packaging using the Sustainable Packaging Guidelines (or equivalent).
- Incorporate the Sustainable Packaging Guidelines (or equivalent) into procurement processes.
- Consider the following Sustainable Packaging Principles in our packaging reviews:
 - Design for recovery
 - Optimise material efficiency
 - Design to reduce product waste





- Eliminate hazardous materials
- Use of renewable materials
- Use recycled materials
- Design to minimise litter
- Design for transport efficiency
- Design for accessibility
- Provide consumer information on environmental sustainability
- 36% of our packaging to be optimised for material efficiency.
- Improve the accuracy of our data regarding packaging material efficiency.

Criteria 3:

Recycled Content:

This criteria considers actions taken to increase or optimise the amount of recycled material used by your organisation.

- Develop a policy or procedure to buy products and/or packaging made from recycled materials.
- Use recycled content in:
 - Our products
 - Primary packaging that we use to sell our products
 - Secondary packaging that we use to sell our products
- 30% of our packaging to be made using some level of recycled material
- Improve the accuracy of our data regarding use of recycled materials.

Criteria 4:

Recoverability:

This criteria considers actions taken to improve the recovery of packaging at end-of-life and increase use of reusable packaging.

- 96% of our packaging to be designed to have all packaging components be recoverable at end-of-life.
- Improve the accuracy of our data regarding recoverability.
- Investigate opportunities to use reusable packaging.
- 12% of our packaging to have all packaging components that are reusable.
- Improve the accuracy of our data regarding reuse.
- Participate in a close-loop recovery program/alternative collection system.

Criteria 5:

Disposal Labelling:

This criteria considers the extent to which packaging has been labelled to help consumers determine what to do with packaging at end-of-life.

36% of our packaging to have on-pack labelling to inform correct disposal.



Improve the accuracy of our data regarding labelling.

Criteria 6:

On-site Waste:

This criteria considers progress in increasing the amount of on-site solid waste being diverted from landfill.

- Have recycling programs for the following materials:
 - Paper/cardboard
 - Soft plastics
 - Rigid plastics
 - Textiles
 - Glass
 - Coloured soft plastics
- Aim for 66% of our on-site waste to be diverted from landfill.
- Improve the accuracy of our data regarding on-site waste.

Criteria 7:

Problematic Materials:

This criteria considers the extent to which organisations are actively phasing out problematic and unnecessary single-use plastic packaging and preventing/reducing litter.

- Help reduce litter by:
 - Conducting regular clean ups
- Phase-out the following problematic and unnecessary single-use plastic items:
 - Lightweight plastic shopping bags
 - Fragmentable (e.g. oxo-degradable) plastics
 - Expanded polystyrene (EPS) packaging for food and beverage service or retail fresh produce
 - EPS loose fill packaging
 - Moulded EPS packaging for white/brown goods or electronics
 - Rigid polyvinyl chloride (PVC) packaging
 - Rigid polystyrene (PS) packaging
 - Opaque polyethylene terephthalate (PET) bottles
 - Rigid plastic packaging with carbon black

