

APCO Performance Summary

Company Name: **PRINCESS POLLY ONLINE PTY LTD**

Trading As:

ABN: **43169210520**

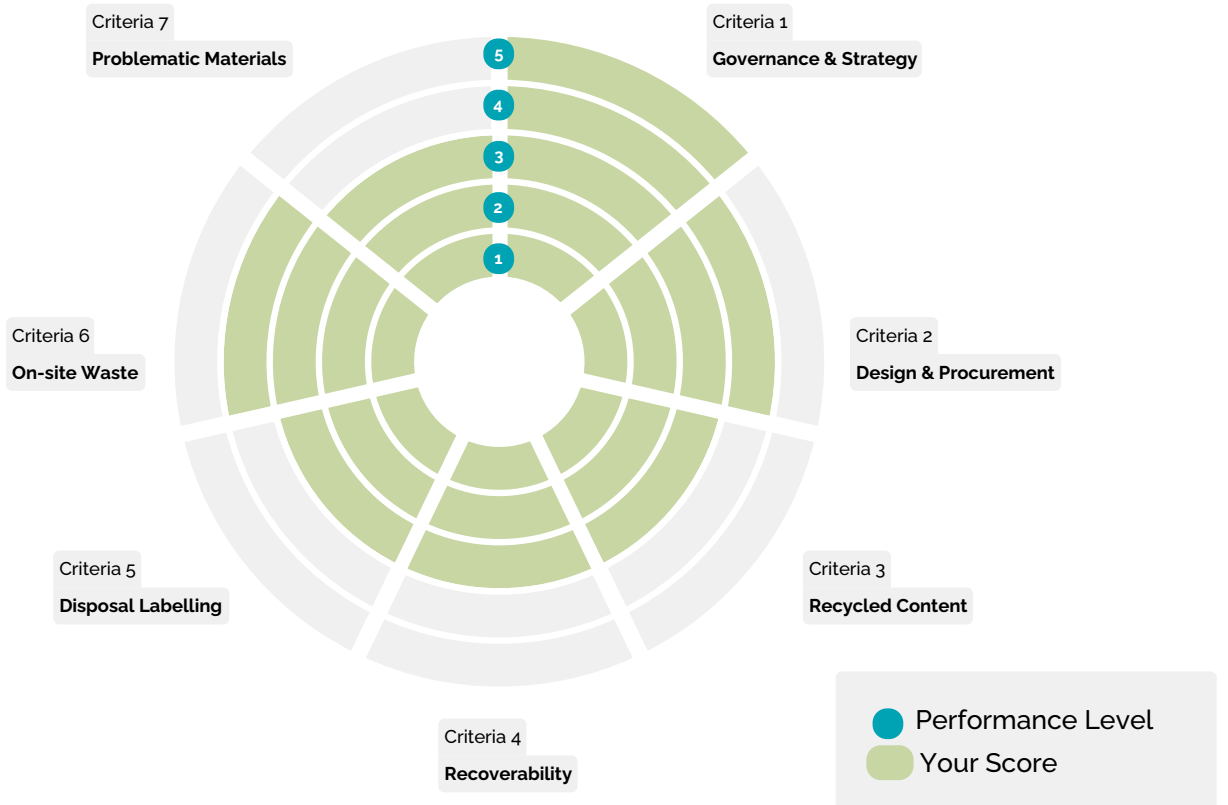
Overall Performance 58% - Advanced

The score above and chart below indicate your organisation's overall performance in the 2022 APCO Annual Report. With your chosen reporting period of January, 2021 - December, 2021 you have achieved a **Advanced** overall performance level.



Criteria Performance Levels

The chart below indicates your organisation's performance against each of the Packaging Sustainability Framework criteria in the 2022 APCO Annual Report. Each band represents a performance level with the green indicating your level of performance for each.



Contact

About APCO Annual Reporting

Understanding APCO Annual Reporting performance levels:

- 1 Getting Started:** You are at the start of your packaging sustainability journey.
- 2 Good Progress:** You have made some first steps on your packaging sustainability journey.
- 3 Advanced:** You have taken tangible action on your packaging sustainability journey.
- 4 Leading:** You have made significant progress on your packaging sustainability journey.
- 5 Beyond Best Practice:** You have received the highest performance level and have made significant progress on your packaging sustainability journey.

Packaging Sustainability Framework criteria

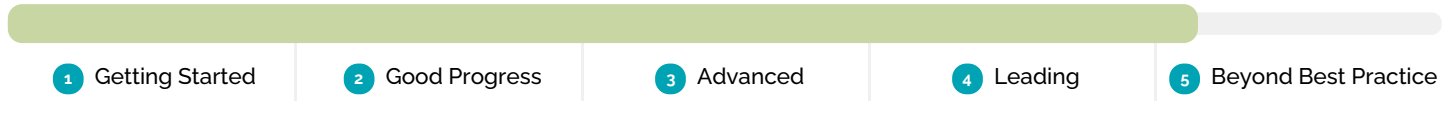
Criteria 1: Governance & Strategy	This criteria considers actions to integrate packaging sustainability into business strategies.
Criteria 2: Design & Procurement	This criteria considers actions taken to ensure that sustainability principles are considered in the design or procurement of both new and existing packaging through use of the Sustainable Packaging Guidelines (SPGs).
Criteria 3: Recycled Content	This criteria considers actions taken to increase or optimise the amount of recycled material used by your organisation.
Criteria 4: Recoverability	This criteria considers actions taken to improve the recovery of packaging at end-of-life and increase use of reusable packaging.
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.
Criteria 6: On-site Waste	This criteria considers progress in increasing the amount of on-site solid waste being diverted from landfill.
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.

APCO Annual Report Criteria Performance & Responses

Provided below are your organisation's responses to the questions within the APCO Annual Report as well as a performance level for each criteria.

Criteria 1:

Governance & Strategy: 5 Beyond Best Practice



Does your organisation have a documented strategy that includes goals (objectives) and targets for packaging sustainability that addresses the Sustainable Packaging Guidelines (SPGs) or equivalent? Yes No

Does your organisation's strategy include a commitment to achieving the 2025 National Packaging Targets? Yes No

Is this strategy integrated within your business processes and has it been approved by an executive or board of directors? Yes No

Do you regularly communicate and promote packaging sustainability objectives and targets within your organisation? Yes No

Do you regularly engage or communicate with external stakeholders (suppliers, final consumers, community groups etc.) about the environmental impacts of your packaging? Yes No

Do you actively participate in any other initiatives to promote packaging sustainability outside of your organisation? Yes No

Supporting Evidence

Princess Polly launched our Social Responsibility Strategy in 2021, led by four impact areas - Ethical Sourcing, Sustainable Products, Protect the Planet and Equality & Community.

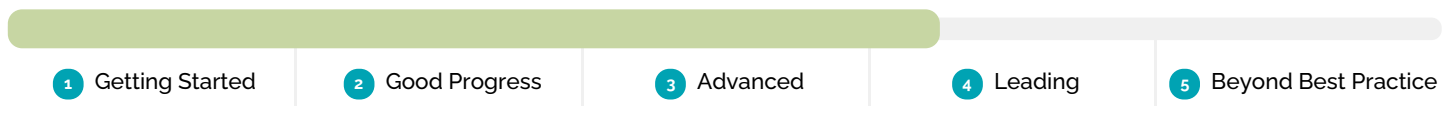
Within this is our packaging strategy, with the following commitments:

By 2025, transition all Princess Polly garment bags to be fully compostable or recyclable.

Your full response can be found towards the end of this document.

Criteria 2:

Design & Procurement: 4 Leading



How many of your 249 Tonnes of packaging have had their packaging reviewed against the Sustainable Packaging Guidelines (or equivalent) in the last 5 years?

249

Please indicate the accuracy of this response.

High

Do you require your suppliers to use the Sustainable Packaging Guidelines (SPGs) or equivalent for your packaging?

 Yes No N/A

Please tell us about any positive outcomes from your packaging reviews.

Our review identified key unnecessary single-use packaging used by our suppliers such as styrofoam, bags and additional stuffing. This allowed us to quickly respond and work to eliminate these. We also identified inconsistencies in our suppliers' use of our packaging, such as incorrect polybag sizes or using different polybag providers. We were able to pinpoint targets for specific suppliers and work to increase our material efficiency accordingly.

Do you believe applying the SPGs delivers business value to your organisation?

 Yes No

Which of the following Sustainable Packaging Principles have been considered in reviews of your organisation's packaging against the Sustainable Packaging Guidelines (SPGs)?

Design for recovery

 Yes No

Optimise material efficiency

 Yes No

Design to reduce product waste

 Yes No

Eliminate hazardous materials

 Yes No

Use of renewable materials

 Yes No

Use recycled materials

 Yes No

Design to minimise litter

 Yes No

Design for transport efficiency

 Yes No

Design for accessibility

 Yes No

Provide consumer information on environmental sustainability

 Yes No

How many of the 249 Tonnes of packaging have packaging that has been optimised for material efficiency in the last 5 years?

46

Please indicate the accuracy of this response.

Medium

If yes, please tell us about any material savings you have made.

Our 2021 report is Princess Polly's first annual report for APCO and therefore, many savings are to be recorded in following years. Through elimination of unnecessary styrofoam and stuffing, a reduction in unnecessary packaging will occur. We also expect to see a reduction in polybag weights as suppliers respond to our guidelines and use the appropriate sizes. Using thinner or lighter material is a strategy that we are still working on, as we need to balance the integrity of our polybags to stop damage occurring to our products during transit.

Supporting Evidence

In 2021, Princess Polly completed a stock take and analysis of all consumer facing and business-to-business packaging in our Australian operations. This included understanding the volumes, weights and materials, and performance against the SPGs. From this review, we identified opportunities for improvement and then developed our Supplier Routing Manual and Packaging Guidelines. Our branded suppliers package our products directly to our requirements, improving our control. In 2021, 10% of products were from Indent

Your full response can be found towards the end of this document.

Criteria 3:

Recycled Content: 3 Advanced

1 Getting Started

2 Good Progress

3 Advanced

4 Leading

5 Beyond Best Practice

Do you have a policy or procedure to buy products and/or packaging made from recycled materials?

Yes No

Which of the following products that you either purchase or sell contain recycled materials?

- Primary packaging that you use to sell your products
- Secondary packaging that you use to sell your products
- Tertiary Packaging that you use to sell your packaging
- Your products
- Other items which you purchase
(e.g. office stationary & supplies, building materials such a bollards etc.)
- None of the above

How many 249 Tonnes of packaging has at least some packaging that is made from recycled material?

20

Please indicate the accuracy of this response.

High

If you do not currently use recycled materials in any of your packaging, please indicate why:

- Cannot find a supplier who provides recycled materials
- We cannot use recycled materials in contact with our product
- Cost is prohibitive
- Other (please specify)

Please specify

As 2021 was the first year of our packaging review, we focused on larger volumes to transition initially. We will develop a plan in coming reports to tackle packaging that has not been transitioned yet.

- None of the above

Supporting Evidence

Princess Polly values the circular economy and we are working to transition as much of our packaging as possible to recycled content. We transitioned a large portion of our primary packaging for Princess Polly branded products to recycled content in 2021. This consists of 100% recycled LDPE polybags and recycled card swing tags.

Your full response can be found towards the end of this document.

Criteria 4:

Recoverability: 3 Advanced

- 1 Getting Started
- 2 Good Progress
- 3 Advanced
- 4 Leading
- 5 Beyond Best Practice

How many of your 249 Tonnes of packaging have all packaging components that are recoverable (i.e. recyclable or compostable) at end-of-life?

227

Please indicate the accuracy of this response.

Medium

How many of your 249 Tonnes of packaging have separable components with mixed recoverability at end-of-life? (e.g. a jar that is recyclable with a lid that is not recyclable)

11

Please indicate the accuracy of this response.

Medium

How many of your 249 Tonnes of packaging have been assessed in the Packaging Recyclability Evaluation Portal (PREP)?

0

If you use compostable packaging, please indicate the type(s) of compostable certification (if any):

- Certified home compostable (AS5810)?
- Certified industrial compostable (AS4736)?
- Certified compostable to another certification (i.e. not AS5810 or AS4736)?
- Compostable (not certified)?
- None of the above

How many of your 249 Tonnes of packaging are not recoverable at end-of-life and must go to landfill? (i.e. not recyclable or compostable)

11

Have you investigated if there are any opportunities to use reusable packaging?

Yes No

If yes, how many of your 249 Tonnes of packaging have packaging for which all components are reusable?

29

Please give an indication on the accuracy of this response.

Medium

Which of the following reusable business to business items did your organisation utilise during the previous 12 month period?

- Pallets
- Crates
- Drums
- Intermediate Bulk Containers (IBCs)
- Other (please specify)

Please specify

All of our stock arrives on pallets which we reuse externally through our supplier.

- None of the above

Tick all that apply - Was this reused:

Internally (between your organisation's sites & facilities)?

Externally (with other organisations such as suppliers or customers)?

Pallets	<input type="radio"/> Internal	<input checked="" type="radio"/> External
Crates	<input type="radio"/> Internal	<input type="radio"/> External
Drums	<input type="radio"/> Internal	<input type="radio"/> External
Intermediate Bulk Containers (IBCs)	<input type="radio"/> Internal	<input type="radio"/> External
Other (specified above)	<input type="radio"/> Internal	<input type="radio"/> External

Does your organisation participate in any of the following closed-loop recovery programs/alternative collection systems for your packaging?

- REDcycle
- Terracycle
- Container Deposit Scheme (CDS)
- DrumMUSTER
- Other (please specify)

Please specify

REDcycle
Hally label backing
Nespresso pod collection

- N/A (All our packaging is recovered through mainstream recovery systems)
- None of the above

Supporting Evidence

Most of our packaging is made up of separate items made of one material. 96% of this packaging is made from a material that is generally recoverable either through recycling or composting.

11.3 tonnes of our packaging in 2021 had separable components with mixed recyclability at end-of-life. Nearly 11 tonnes of this is from our swing tag packaging, which consists of a recyclable card swing tag, a textile string and a plastic hingle and a steel pin attached to the product. The remaining 0.4 tonnes is from moisture packets.

Your full response can be found towards the end of this document.

Criteria 5:

Disposal Labelling: 3 Advanced

1 Getting Started

2 Good Progress

3 Advanced

4 Leading

5 Beyond Best Practice

How many of your 249 Tonnes of packaging have labelling on-pack to inform the consumer of how to correctly dispose of the packaging?

90

Please indicate the accuracy of this response.

High

Which of the following labels does your company presently use?

- Australasian Recycling Label
- Mobius Loop/Recycling symbol
- Tidy man
- Written instructions
- REDcycle logo
- Other (please specify)

Please specify

- None of the above

Supporting Evidence

Princess Polly currently uses written recovery instructions on our polybags, mailers, swing tags and packing slips. We understand the ambiguity associated with the mobius loop and tidyman logos and chose to avoid this when designing our packaging. Our packaging is used in our Australia and US operations, and we have global customers, so we were mindful of using any labels that are specific to only one region, such as the ARL or REDcycle. Therefore, our chosen labelling is using written instructions.

Criteria 6:

On-site Waste: 4 Leading

1 Getting Started

2 Good Progress

3 Advanced

4 Leading

5 Beyond Best Practice

Tick which of the following packaging materials you have on-site recycling programs for:

- Paper/cardboard
- Soft plastics
- Rigid plastics
- Timber
- Textiles
- Glass
- Metals
- Other (please specify)

Please specify

Compostables

- All materials have recycling programs
- None of the above

Over the reporting period, how much of the waste your organisation generated on-site was diverted from landfill (was recycled, composted, reused or sent for energy recovery)?

66%

Please indicate the accuracy of this response.

Medium

Which of the following facilities are included in the above waste data?

- Offices
- Warehouses
- Stores

- Manufacturing Facilities
- Other (please specify)

Please specify

- None of the above

Supporting Evidence

Across our HQ and DC sites in Australia, we had the following waste stream collections with Suez in 2021:

- Paper/cardboard
- Soft plastics (clear only)

Your full response can be found towards the end of this document.

Criteria 7:

Problematic Materials: 3 Advanced

1 Getting Started | 2 Good Progress | 3 Advanced | 4 Leading | 5 Beyond Best Practice

Over the reporting period, which of the following activities did you undertake to help reduce the impact of litter?

- Conduct regular clean ups
- Participate in Business Clean Up Day
- Sponsor a clean up day
- Undertook a litter education campaign
- Other (please specify)

Please specify

- None of the above

Please indicate which of the following problematic, unnecessary and single-use plastic packaging formats or materials your organisation has used over the last five years.

- 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
- None of the above

Please indicate which of the following problematic, unnecessary or single-use plastic packaging formats or materials your organisation is actively working to phase out?

- 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
- None of the above

Have you successfully phased out any of the above packaging formats or materials in the last 5 years?

- 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
- None of the above

Supporting Evidence

At our HQ and DC, we conduct regular clean ups throughout the year. At our DC, this is required in order to optimise storage and space, and at our HQ we maintain a clean and minimal workspace.

Princess Polly had planned to participate in Business Clean Up Day, however in order to ensure our workers' safety during COVID outbreaks, we did not partake. We hope to increase our activities in this space depending on the pandemic.

Your full response can be found towards the end of this document.

Packaging Metrics

Please provide an indication of the accuracy level of your packaging metrics

Medium

What packaging materials do you use?

Aluminium, Timber, Steel, High Density Polyethylene (HDPE), Low-Density Polyethylene (LDPE), Polyethylene Terephthalate (PET), Polyvinyl Chloride (PVC), Polypropylene (PP), Polystyrene, Bioplastics, Other Plastics, Composites, Paper, Cardboard, Waxed Paper, Textiles.

Aluminium

Total tonnes used	0	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	0
Total single use packaging	0	Average recycled content (%) (unknown)	0

Timber

Total tonnes used	26	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	25	Average recycled content (%) (post consumer)	0
Total single use packaging	1	Average recycled content (%) (unknown)	0

Steel

Total tonnes used	1	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	0
Total single use packaging	1	Average recycled content (%) (unknown)	0

High Density Polyethylene (HPDE)

Total tonnes used	4	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	1	Average recycled content (%) (post consumer)	0
Total single use packaging	3	Average recycled content (%) (unknown)	0

Low-Density Polyethylene (LDPE)

Total tonnes used	15	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	10
Total single use packaging	15	Average recycled content (%) (unknown)	0

Polyethylene Terephthalate (PET)

Total tonnes used	0	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	0
Total single use packaging	0	Average recycled content (%) (unknown)	0

Polyvinyl Chloride (PVC)

Total tonnes used	1	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	0
Total single use packaging	1	Average recycled content (%) (unknown)	0

Polypropylene (PP)

Total tonnes used	0	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	0
Total single use packaging	0	Average recycled content (%) (unknown)	0

Polystyrene

Total tonnes used	0	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	0
Total single use packaging	0	Average recycled content (%) (unknown)	0

Bioplastics

Total tonnes used	66	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	0
Total single use packaging	66	Average recycled content (%) (unknown)	0

Other Plastics

Total tonnes used	1	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	0
Total single use packaging	1	Average recycled content (%) (unknown)	0

Composites

Total tonnes used	0	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	0
Total single use packaging	0	Average recycled content (%) (unknown)	0

Paper

Total tonnes used	12	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	0
Total single use packaging	12	Average recycled content (%) (unknown)	5

Cardboard

Total tonnes used	121	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	4	Average recycled content (%) (post consumer)	6
Total single use packaging	117	Average recycled content (%) (unknown)	0

Waxed Paper

Total tonnes used	0	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	0
Total single use packaging	0	Average recycled content (%) (unknown)	0

Textiles

Total tonnes used	2	Average recycled content (%) (pre consumer)	0
Tonnes reusable packaging	0	Average recycled content (%) (post consumer)	0
Total single use packaging	2	Average recycled content (%) (unknown)	0

Additional Information

- No additional information

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

Your full response can be found towards the end of this document.

Describe any opportunities or constraints that affected performance within your chosen reporting period

As 2021 was the first year of our Social Responsibility Strategy, and first reporting period with APCO, we are at the start of our packaging journey and therefore, some performance or progress was limited.

Moreover, the issues associated with compostable polybags (detailed in the case study below) set back our progress slightly.

Your full response can be found towards the end of this document.

Please use the space below to provide examples or case studies of exemplary packaging sustainability conducted by your organisation. The information provided in the boxes may be used directly in your public facing Annual Report and Action Plan. Submitted case studies might be used by APCO in the future to support other Members in achieving packaging sustainability.

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.

Your full response can be found towards the end of this document.

Full Open Responses

Criteria 1 - Supporting Evidence

Princess Polly launched our Social Responsibility Strategy in 2021, led by four impact areas - Ethical Sourcing, Sustainable Products, Protect the Planet and Equality & Community.

Within this is our packaging strategy, with the following commitments:

- By 2022, transition all Princess Polly garment bags to be fully compostable or recyclable
- By 2023, conduct a pilot to use reusable packaging in our two largest markets, Australia and the USA

- By 2023, eliminate all unnecessary packaging from our supply chain
- By 2025, all consumer facing packaging will be reusable, recyclable or compostable

In addition, we set a commitment to be 100% zero-waste-to-landfill by 2025, meaning that all waste generated in our headquarters (HQs) and distribution centres (DCs) will be reused, recycled or composted.

Our commitments were informed by the Sustainable Packaging Guidelines (SPGs), namely the 'use of recycled and renewable materials', 'design for recovery' and 'design to minimise litter'.

They were also informed by the 2025 National Packaging Targets (NPTs), aligning our goals directly with the first and fourth NPTs. Our zero-waste commitment covers the plastic packaging recovery NPT as well as all other packaging types and waste materials. Originally our goal was to transition our garment bags and mailers to be fully compostable and therefore made of renewable materials. However, towards the end of 2021, we revised this and transitioned over to 100% recycled content LDPE, aligning with the third NPT.

Princess Polly's Packaging and Waste Strategy was developed with, and approved by, our CEOs directly and has been integrated into our procurement processes and our supplier manual.

Our Packaging Working Group met fortnightly in 2021 and consisted of a cross-section of employees from logistics, social responsibility, operations, warehouse, marketing and design. This regular communication drove great progress against our commitments in the reporting period. We also conducted waste workshops with our wider HQ and DC teams to gain their insight and provide education.

Princess Polly developed a Supplier Routing Manual and Packaging Guidelines document to support our suppliers in achieving our packaging goals, detailing specific packing instructions to avoid the use of unapproved or unnecessary packaging.

We communicate regularly with Suez, our waste service provider to find solutions to recover our packaging, as well as Aus Post to ensure we deliver on the SPGs to 'design for transport efficiency' and 'design to reduce product waste'. In 2021, we communicated with REDcycle to begin our journey with recycled LDPE and frequently engage with APCO member events, such as attending seminars.

In terms of customer communication, we published our commitments and packaging recovery instructions onto our website and blogs as well as on our packing slip and instructions printed on the bags themselves.

Criteria 2 - Supporting Evidence

In 2021, Princess Polly completed a stock take and analysis of all consumer facing and business-to-business packaging in our Australian operations. This included understanding the volumes, weights and materials, and performance against the SPGs. From this review, we identified opportunities for improvement and then developed our Supplier Routing Manual and Packaging Guidelines. Our branded suppliers package our products directly to our requirements, improving our control. In 2021, 10% of products were from Indent Brands, where our reach is limited.

The SPGs deliver value to our organisation by providing direction and a set of boundaries for teams when making decisions, both for packaging but also other procurement decisions. For example, when exploring new tape options, our DC team was able to apply the SPGs to identify the best solution.

'Design for recovery' is a key SPG for Princess Polly, as we work to ensure our packaging has an end-of-life solution both with our customers and at our own sites. As mentioned above, 'optimising material efficiency' was a key guideline that informed our polybag sizing review and elimination of unnecessary stuffing. 'Using recycled and renewable materials' was another key SPG that we followed when transitioning our polybags and mailers in 2021, as well as our packing slips, swing tags and customer boxes.

'Designing for transport efficiency' was an important guideline that informed our polybag and mailer journey last year. Originally we had introduced compostable bags, however through working with Aus Post and responding to our customers feedback, we identified incompatibilities with the compostable material and our transport models, resulting in increased returns and product waste. We also considered 'transport efficiency'

when developing our Routing Manual, ensuring the right carton sizes were used to avoid empty space during shipping. Moreover, when redesigning our bags, we were able to use our sizing analysis to ensure material efficiency with the size of bags.

Lastly, 'providing consumer information on sustainability' was central to our strategy, working to provide information directly on the packaging and on our website and blogs.

Criteria 3 - Supporting Evidence

Princess Polly values the circular economy and we are working to transition as much of our packaging as possible to recycled content. We transitioned a large portion of our primary packaging for Princess Polly branded products to recycled content in 2021. This consists of 100% recycled LDPE polybags and recycled card swing tags.

Much of our secondary packaging is also now made from recycled content, including 100% recycled LDPE mailers, FSC mix recycled boxes and recycled packing slips.

Princess Polly's Social Responsibility Strategy includes a program and commitments to transition at least 60% of all materials in our products to be more sustainable by 2025. This includes switching to recycled fabrics. We aim to target our tertiary packaging and other products in future reports and action plans.

Criteria 4 - Supporting Evidence

Most of our packaging is made up of separate items made of one material. 96% of this packaging is made from a material that is generally recoverable either through recycling or composting.

11.3 tonnes of our packaging in 2021 had separable components with mixed recyclability at end-of-life. Nearly 11 tonnes of this is from our swing tag packaging, which consists of a recyclable card swing tag, a textile string or plastic kimble and a steel pin attached to the product. The remaining 0.4 tonnes is from moisture sachets made of a paper sachet filled with silica gel.

The largest portion of our baseline that was not recoverable was tissue paper, consisting of 6.3 tonnes of our total 2021 footprint, followed by textiles which was 2 tonnes. Both of these packaging materials have been highlighted within our Supplier Routing Manual and we are working to reduce these significantly and find alternatives.

In 2021, we used compostable polybags and mailers that were certified to the AS5810 standard.

Towards the end of the reporting period, we accessed the PREP tool while transitioning over to 100% recycled LDPE polybags and mailers. However, we have not yet finalised our REDcycle strategy and therefore, haven't completed our PREP assessment.

All of our stock arrives on pallets which we reuse externally through our supplier. Approximately 5% of inbound cartons are also reused, pending their integrity and quality.

Our HQ soft plastic waste is collected and recycled through REDcycle community drop offs. Our DC clear soft plastic waste is collected and recycled through Suez, our waste provider, however in 2021 we did not find a solution for commercial volumes of coloured soft plastics as REDcycle do not offer this service. We partnered with our label provider, Hally, to recycle our label backing through their collection program, upcycling the backing into tissue paper and magazine grade paper. At our HQ, we also collect our coffee pods and recover them through Nespresso's closed loop programs.

Criteria 6 - Supporting Evidence

Across our HQ and DC sites in Australia, we had the following waste stream collections with Suez in 2021:

- Paper/cardboard
- Soft plastics (clear only)
- Commingle
- Compost

Additional packaging recycling programs are:

- Coffee pod recycling with Nespresso
- Coloured soft plastics recycling with REDcycle (for HQ only)
- Label backing recycling with Hally

During the reporting period of 2021, Princess Polly diverted 66% of our waste tonnage from landfill, with 51% diversion for our HQ and 67% for our DC.

Princess Polly only has these two sites in Australia, being completely e-commerce with no physical storefronts. All manufacturing facilities are not directly operated by Princess Polly and are offshore.

Criteria 7 - Supporting Evidence

At our HQ and DC, we conduct regular clean ups throughout the year. At our DC, this is required in order to optimise storage and space, and at our HQ we maintain a clean and minimal workspace.

Princess Polly had planned to participate in Business Clean Up Day, however in order to ensure our workers' safety during COVID outbreaks, we did not partake. We hope to increase our activities in this space depending on the pandemic.

In 2021 some of our suppliers were using polystyrene in their packaging, such as around shoes or in bags. This was minimal and prohibited in our Supplier Routing Manual and Packaging Guidelines. We also see PVC used for stickers, such as hygiene stickers or UV stickers on sunglasses. While we are working to reduce these, we understand the safety requirements for the stickers, so will explore alternative materials.

Before 2021, oxo-degradable bags were trialled. However these have been phased out with the transition to our compostable and then recycled LDPE bags.

Additional Information - 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.

Additional Information - Describe any opportunities or constraints that affected performance within your chosen reporting period

As 2021 was the first year of our Social Responsibility Strategy, and first reporting period with APCO, we are at the start of our packaging journey and therefore, some performance or progress was limited.

Moreover, the issues associated with compostable polybags (detailed in the case study below) set back our progress slightly.

Limitations with waste stream collection services was a key constraint for recovery. The limited commercial composting options for our DC compostable packaging was a large set back, as was our inability to recycle commercial volumes of coloured soft plastics through REDcycle. Moreover, COVID restrictions and risk reduced our employee opportunities to participate in community clean ups.

The fact that we have direct control over how our suppliers pack our products was a great opportunity to improve performance through our Routing Manual and Packaging Guidelines, and presents opportunities for further changes moving forward.

Additional Information - Please use the space below to provide examples or case studies of exemplary packaging sustainability conducted by your organisation. The information provided in the boxes may be used directly in your public facing Annual Report and Action Plan. Submitted case studies might be used by APCO in the future to support other Members in achieving packaging sustainability.

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 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.