

Attention Decision Makers



We wanted share a few helpful considerations for brand owners and decision makers who are wondering whether or not their product is sustainable or are looking to better their products environmental impacts.

Below is a list of things you can consider to get started. If at any point your deep dive goes too deep and you're struggling to see the light (answer) please don't hesitate to reach out, we're happy to share our knowledge where we can!

- Do you know what is most likely to happen to your product at the end of its life?
- Is your product material recyclable in most regions?
- Is your cap/lid recyclable and do most of your customers have access to recycling facilities who will take these items? If so, can you help by communicating this to your audience?
- Does your product display the correct plastic material number?
- Does your label provide clear and easy to understand recycling information?
- What is the adhesive on your label made out of? Does it cause any issues to recyclers and their processes?
- Are your products components easy to separate for disposing of?
- Are you in a position to share how your product can be handled by consumers across the various regions and councils who may require different things within their kerbside recycling? e.g. some councils ask to keep lids on whereas some ask to take lids off.
- Will your product be wrapped in anything and if so, have you included this secondary packaging in your messaging?
- How is the product packaged throughout its life, from factory to you to the consumer? Are there any improvements that can be made?