

# Australian Recycling Label



The ARL provides consistency, clarity, trust and confidence. It is an evidence based label which uses the 'PREP' tool to determine recyclability.

Learning about the ARL is crucial because more and more consumers are making purchasing decisions while standing at the shelf, reading the packaging label of the product they are interested in and considering its environmental impact.

By including the ARL on your labelling will ensure NZ consumers are only having to learn one labelling system (and improve their recycling habits) rather than the many that are out there as of right now.

Click [here](#) to watch ARL info webinar or [here](#) to watch our Waipak Feature video on this incoming labeling option.

## Key Points of the Webinar:

- \$800 per year
- Don't need to be an APCO member, affiliate membership only
- The brand owner is responsible for submitting information for ARL use
- Not setup for B2B yet, this is being looked into

## Considerations for the Brand Owner:

- Can you reduce your packaging/waste?
- Design for recyclability/reuse/return!
- Use of recycled content, shape, size, colour and additives