

# Annual Report and Action Plan

Company Name: **DuluxGroup Limited**

Trading As: **DuluxGroup**

ABN: **42133404065**

## 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 2025 APCO Annual Report. The organisation's reporting period was **January, 2024 - December, 2024**.

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

### Understanding APCO Annual Reporting performance levels:

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

### Contact

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### 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**

DuluxGroup has adopted a target for recycled content in packaging and, during the reporting period, all DuluxGroup businesses continued to actively work to increase the use of recyclate in our packaging. The Dulux business has expanded the use of 50% recyclate in 15 litre trade brands and, as of December 2024, 90% of the trade market volume uses recyclate material. Work is also progressing to increase use of 50% recyclate in retail brands. In addition, new British Paints furniture pots were launched with 98% recycled content. New sample pot boxes, which are used to transport sample pots to retail customers for online orders, were launched with 100% recycled content.

In 2023, the Selleys business also added 30% to HDPE plastic pails from supplier Ayva into Pointworks pails and the business is now working to implement 30% recycled content in cartridges.

Our Yates business has transitioned PVC blisters to a new cardboard format for two products and introduced 50% recycled content in 2, 3 & 4L HDPE bottles. The Yates business has also extended its program of incorporating 60% recycled content in LDPE bags.

Dulux is a founding member of Paintback, which is a program that is working to improve recovery of paint packaging from end-users, and we continued our support of this initiative in 2024. Additionally, we continued the roll-out of the Dulux Envirosolutions program, which collects used Dulux 15L plastic pails from customer building sites and recycles as material inputs into roller trays and paint stirrers.

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

Use of recyclate in our packaging is constrained by performance requirements, and there have had some situations where packaging has failed to pass quality testing, potentially due to recycled content.

Availability of recyclate of acceptable and consistent quality also continues to be a constraint.

Post consumer recovery opportunities are limited for packaging with product residues that are environmentally hazardous (e.g. Yates APVMA regulated products, sealants and paints) and these cannot be recycled through municipal collection systems. Recovery is also limited for paint packaging collected under the Paintback and Dulux Envirosolutions program as current technologies cannot effectively recycle packaging with paint residues.

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

**Case Study 1:** Dulux is a founding member of Paintback, which is a program that is working to improve recovery of paint packaging from end-users. For the financial year ending June 2024, approximately 8,827 tonnes of unwanted paint and packaging were collected by Paintback. 3.6 million kgs of collected water-based paints was treated, with the water being extracted for reuse in industrial processes. In the same period, 2.7 million kilograms of packaging was collected, separated, cleaned and then recycled. Paintback partnerships with state-based stakeholders have enabled Paintback to support 74 pop-up collection events during the year. That means 86% of Australians had a permanent site or temporary collection event nearby.

In the past year, Paintback has focused on reducing the return of ineligible scheme materials, working closely with council drop-off location partners to improve service delivery and maintain high safety standards. A major focus in 2024 was progressing the developments of the Paint Circular Economy Headquarters (PaCE HQ) which is a new facility dedicated to recycling and reusing unwanted paint and packaging. This facility will be launched in 2025 and will have a positive environmental impact, support local economic growth by creating jobs and strengthening Australia's circular economy in paint and packaging. Case Study 2: Dulux Project Earth-Envirosolutions is a closed loop plastic pail recycling initiative, which was launched to the Trade market to reduce waste to landfill. Dulux has invested in a full time Project Earth Commercialisation Manager to assist in growing the initiative and bringing a comprehensive program to market. In 2024, Dulux collected approximately 21,621 buckets (20.5 tonnes) and executed 45 take-back projects.

Case Study 3: Yates successfully implemented a project to incorporate 50% Post Consumer Recycled (PCR) content into their 4L Weed n Feed Hose On bottle range. The trials included testing moulding, filling, distribution and stability trials. The new blend was approved in the latter part of 2024.

## 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 46% of our packaging against the Sustainable Packaging Guidelines (or equivalent).
- 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
- 35% of our packaging to be optimised for 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
  - Tertiary packaging that we use to sell our products
  - Other items which we purchase (e.g. office stationary and suppliers etc.)
- 52% 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.

- 59% 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.
- Use PREP to assess the recyclability of our packaging through kerbside collection in Australia and/or New Zealand.
- Investigate opportunities to use reusable packaging.
- 13% of our packaging to have all packaging components that are reusable.

## 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.

- 44% of our packaging to have on-pack labelling to inform correct disposal.

## 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
  - Timber
  - Metals
- Aim for 53% of our on-site waste to be 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.

- Help reduce litter by:
  - Conducting regular clean ups
  - Participating in Business Clean Up Day
  - Continued participation in paintback program, which provides consumers with an environmentally responsible way to dispose of unwanted paint and packaging.
- Phase-out the following problematic and unnecessary single-use plastic items: