

# Annual Report and Action Plan

Company Name: **DuluxGroup Limited**

Trading As: **DuluxGroup**

ABN: **42133404065**

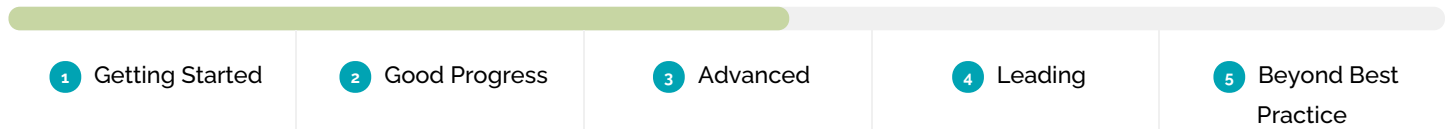
## About APCO

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 2026 APCO Annual Report. The organisation's reporting period was **January, 2025 - December, 2025**.



### 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.

### 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 12-month reporting period that have improved packaging sustainability**

In 2025, DuluxGroup businesses expanded the use of recycled content in multiple high-volume formats. Dulux Decorative increased the use of 50% recycled content in 15L plastic pails across Trade brands and, as of December 2025, 99% of Trade-market 15L volume for non-texture products is supplied using pails made with recyclate; work is underway to extend recycled content into Retail and Retail-Trade-aligned brands. Selleys (incl. Pental) introduced 30% recycled content into Polypropylene plastic pails and continued weight optimisation of lids and other components to lower virgin material intensity. Yates (incl. Seasol) rolled out 50% post-consumer recycled (PCR) High Density Polyethylene across 2L, 3L and 4L bottles for ranges such as Weed & Feed, Munns and Dynamic Lifter, and Seasol commercialised a 100% PCR tub and lid for its PowerFeed granular range following moulding, filling, distribution and stability trials. Several businesses extended 60% recycled content into additional Low Density Polyethylene flexible films, and others launched new-to-market products in 100% cardboard (eliminating plastic components). Our Selleys and Yates businesses have worked to switch Polyvinyl Chloride (PVC) blisters to recyclable cardboard or Polyethylene Terephthalate (PET) on several SKUs. In parallel, we strengthened design governance by embedding our new product sustainability checklist into our product development gate process.

**Describe any opportunities or constraints that affected performance within your 12-month reporting period**

There remain practical constraints that influence the pace and scale of packaging sustainability improvements across our portfolio. Performance and durability requirements naturally limit the maximum amount of recycled content that can be used without compromising essential features such as structural integrity, seal performance and drop resistance. In several categories, residue contamination—including adhesives, sealants, cementitious powders and solvent-containing coatings—continues to affect recyclability and downstream acceptance, and viable recovery pathways for soft plastics remain limited across Australia. Some initiatives were also affected by delays within third-party recovery networks, as well as the dispersed nature of end-user disposal in retail settings, which makes consistent capture and return more challenging. Notwithstanding these barriers, strong supplier collaboration and targeted field trials—such as bulka-bag recycling and options for 20kg bag recovery planned for 2026—are helping to build new pathways and enable future progress.

For certain products—particularly those regulated under the Australian Pesticides and Veterinary Medicines Authority (APVMA)—regulatory requirements can limit opportunities for packaging recovery and recycling. This presents an opportunity for APCO and industry to engage with regulators to explore improvements to packaging outcomes, where changes can be made without compromising environmental protection or product stewardship obligations.

**Describe any examples or case studies of exemplary packaging sustainability conducted by your organisation during your 12-month reporting period.**

Across our portfolio, we continued to make practical progress in improving the sustainability of our

packaging. In the reporting period, DuluxGroup continued its long-standing partnership with Paintback. Paintback has recently commissioned its new PaCE HQ facility. This advanced operation enables high-efficiency de-packaging, washing, granulation and metal recovery, allowing more than 90% of unwanted paint and packaging materials to be recovered and recycled at scale. Plastic containers are cleaned and granulated for remanufacture, while metal cans are processed for steel recycling, helping to keep valuable resources in circulation.

We also continued to expand Dulux Envirosolutions, which supports commercial painters to return used paint packaging for recovery. In 2025, the closed-loop 15L pail program operating on construction sites—supported by dedicated cages and logistics—collected approximately 29.3 tonnes of material for recycling into new paint tools such as stirrers and trays.

Within our home care and garden portfolio, our Yates and Seasol brands advanced the use of post-consumer recycled (PCR) plastics, completing large-scale rollouts of 50–100% PCR content across major bottle and tub ranges following detailed technical validation. Yates also launched a new packaging system for its Click & Grow Lawn & Garden Care products that enhances consumer safety by reducing contact with concentrated formulations, significantly reduces packaging sent to landfill, and provides social enterprise employment through assembly. An LCA for the hero product, Yates Weed n Feed, shows the 700mL pouch format delivers an estimated 8kg carbon reduction per pack compared with the 4L bottle. As part of RotaCota's continued focus on packaging reduction, the new range introduced in late 2024 incorporated simplified designs that remove velcro components, reduce overall cardboard use and transition all fibre packaging to FSC-certified materials.

Together, these initiatives reflect our commitment to practical, measurable design improvements that reduce waste, increase recycled content and keep materials in use for longer.

## 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.

Criterion 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 contribute to the achievement of the National Packaging Targets in our strategy.
- Have our executive or board of directors review our strategy and have the strategy integrated within our organisation 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.

Criterion 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 **53%** 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 for transport efficiency
  - Design for accessibility
  - Provide consumer information on environmental sustainability
- **38%** of our packaging to be optimised for material efficiency.

## Criterion 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 content.
- 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.)
- **57%** of our packaging to be made using some level of recycled content

## Criterion 4:

**Recoverability:**

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

- **47%** of our packaging to be designed to have all packaging components be recoverable at end-of-life.
- Investigate opportunities to use reusable packaging.
- **12%** of our packaging to have all packaging components that are reusable.

## Criterion 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.

- 42% of our packaging to have on-pack labelling to inform correct disposal.

## Criterion 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
  - Textiles
  - Metals
- Aim for 56% of our on-site waste to be diverted from landfill.

## Criterion 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 on-site
  - Participating in a planned Business Clean Up Day
  - In addition to some businesses participating in Clean up day, we also run site education activities and clean up programs with Paintback.