

Annual Report and Action Plan

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

Trading As:

ABN: **43169210520**

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 **Leading**

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**.



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. |

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

In 2024, we created our Packaging Procurement Guidelines with guidance from the SPGs to ensure sustainable considerations are at the forefront of all packaging decisions. We rolled these out to our team members with a dedicated training session.

We also rolled out our bulk pallet net solution after a successful trial period in 2023. With 275 nets now in use, this has contributed to a reduction of 1.4 tonnes of LDPE in our inbound department for tertiary packaging.

Improved forecasting of our shipping mailers meant that all sizes were always in stock at our DC, minimising the need to use larger sizes if we were low on stock. This reduced excess packaging and saved 3.39 tonnes of LDPE in our outbound department, for secondary packaging.

Finally, we introduced 'Do Not Remove' tags to our apparel, to minimise product waste from our returns department. Although this contributed to a 4.7% increase in overall cardboard, it supports the 'design to reduce product waste' SPG. We will continue to monitor how this affects our overall faulty return rates.

We successfully phased out polystyrene in our packaging by ensuring all suppliers were aware that it is on our banned materials list, and have reduced our PVC down to only 0.05 tonnes.

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

We consistently refine and improve our packaging review processes to ensure best alignment with the SPGs. As part of our improvement process in 2024, we made another update to the process for reviewing our packaging weights.

This saw an increase in the individual weights of tissue paper and moisture sachets. This is likely due to two things: improved scales leading to more accurate weights, and increased products needing larger portions of tissue paper, such as boots. While tissue paper and moisture sachets weights slightly increased, these are very important packaging elements to avoid product waste through moisture damage, especially as we increase sea freight for the carbon emission benefits. Therefore, using the SPGs they are still very relevant and necessary pieces of packaging.

An additional constraint we continue to feel is the lack of soft plastic recycling solutions available in Australia. Although we work with Veolia to recycle our clear polybags when we receive returns, it is problematic that there is no option available for consumers. Furthermore, we have still yet to find a scalable solution for coloured LDPE.

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

Since 2021, our Princess Polly DC has worked with our shipping label and barcode roll provider to recycle the label liners/ backings. Over the years, we have recycled 3.7 tonnes of the liners, successfully diverting them from landfill.

The liners have long fibres that are great for up-cycling into high quality magazine paper or tissue paper. The recycling process can be repeated up to seven more times. The recycling takes place in Europe as the mechanisms there can handle the volume.

This process has been highly successful over the past few years, aligning with the 'Design for Material Recycling' SPG. To enhance recycling efficiency, we have adapted our outbound process by procuring liner rollers to tightly bind the rolls. This optimises shipping and supports the 'Design for Transport Efficiency' SPG.

Looking ahead, we are exploring a transition to liner-less labels to streamline operations for our outbound teams, eliminating the packaging component altogether, and further reducing carbon emissions from both shipping and recovery.

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 **100%** of our packaging against the Sustainable Packaging Guidelines (or equivalent).
- Improve the accuracy of our data regarding reviews of packaging using the Sustainable Packaging Guidelines (or equivalent).
- Incorporate the Sustainable Packaging Guidelines (or equivalent) into procurement processes.
- 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
- **25%** of our packaging to be optimised for material efficiency.
- Improve the accuracy of our data regarding packaging 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
- **35%** 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.

- **85%** 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.
- Investigate opportunities to use reusable packaging.
- **39%** of our packaging to have all packaging components that are reusable.
- Improve the accuracy of our data regarding reuse.
- Participate in a close-loop recovery program/alternative collection system.

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.

- **35%** of our packaging to have on-pack labelling to inform correct disposal.

- Improve the accuracy of our data regarding labelling.

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
 - Textiles
 - Glass
 - Metals
- Aim for **75%** of our on-site waste to be diverted from landfill.
- Improve the accuracy of our data regarding on-site waste.

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
- Phase-out the following problematic and unnecessary single-use plastic items:
 - Rigid polyvinyl chloride (PVC) packaging