

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 2024 APCO Annual Report. The organisation's reporting period was **January, 2023 - December, 2023**



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. |

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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

In 2023, we improved our packaging review process, developing a new tracking system and process. This led us to reviewing 36% of all inbound styles against the SPGs and seeing an improvement of compliance to 96%.

We also identified an opportunity to ship bulky items, such as puffer jackets, in a more efficient way. In 2023, we supported our two most significant jacket factories in China to install industrial vacuum sealers, to reduce the size of each item. These vacuum bags are still made of recycled content and significantly reduce the transport volume required in shipping. It also provides greater protection for these products, reducing damage. The global pilot of this packaging is ongoing, and anticipated for full rollout during 2024. Our reusable staff order bags have seen a reduction in over 2,500 single use mailers and improved staff awareness and engagement in our packaging projects.

We have also been exploring linerless labels for our outbound shipments. Our labels account for 0.5 tonnes of packaging annually, and removing them would reduce our single use plastic consumption by over 3 million pieces.

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

During 2023, we transitioned the sourcing of recycled plastic for all polybags and mailers over to GRS certified plastic. This was to improve our chain of custody traceability and accountability of using recycled materials. We were hoping to also add the GRS label to our packaging, further supporting the SPG to 'provide consumer information on environmental sustainability' however due to the strict requirements of the Textile Exchange, we were unable to update the packaging. In 2024, we are exploring GRS certification to allow for improved labelling and communications to our customers.

Through a continuous improvement suggestion by a DC employee, we were alerted to an issue with the polybag seal not allowing for repackaging at a returns or rework stage. This led to polybags not being reused, accounting for approximately 1.66% of our packaging. We have started exploring new designs for polybags which maintain product storage and allow for easy repacking.

An additional constraint in the reporting period was the continued soft plastic recycling limits. We explored different recovery options in 2023 but have yet to find a scaleable solution for coloured LDPE.

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

In 2023, Princess Polly completed a successful trial of using reusable pallet nets to pack and store shipments in replacement of single use plastic pallet wrap. The elasticated PC Nets received a PIDA packaging award for innovation in 2020 and won the EcoPak Challenge in 2020. This product maintains a secure wrapping of goods, saves time and money, reduces damage and reduces single use plastic waste. Each PC Net can be used thousands of times and will last between 3 – 5 years, potentially saving Princess Polly up to 2 tonnes annually. The nets are made from high tensile Polypropylene which is a recyclable

material.

The guiding SPG for this initiative was 'optimise material efficiency' and directly helps us reach the NPTs of 100% reusable, recyclable or compostable packaging' and 'phasing out unnecessary single use plastics packaging'.

The successful trial means that Princess Polly will now roll out the reusable PC Nets to replace our existing single use plastic pallet wrap in 2024. Where not possible, we are exploring recycled content wrapping with our current packaging providers.

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
- Provide consumer information on environmental sustainability
- 44% 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
- 40% 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.

- 76% of our packaging to be designed to have all packaging components be recoverable at end-of-life.
- Aim to have 100% of our compostable packaging certified to Australian standards.
- Investigate opportunities to use reusable packaging.
- 24% of our packaging to have all packaging components that are reusable.
- Improve the accuracy of our data regarding reuse.

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.

- 40% 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
 - Textiles
 - Glass
 - Metals
- Aim for **76%** 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
 - Delivering a litter education campaign
- Phase-out the following problematic and unnecessary single-use plastic items:
 - Lightweight plastic shopping bags
 - Expanded polystyrene (EPS) packaging for food and beverage service or retail fresh produce
 - EPS loose fill packaging
 - Moulded EPS packaging for white/brown goods or electronics
 - Rigid polyvinyl chloride (PVC) packaging
 - Rigid polystyrene (PS) packaging
 - Opaque polyethylene terephthalate (PET) bottles
 - Rigid plastic packaging with carbon black