

Annual Report and Action Plan

Company Name: **Paper Australia Pty Ltd**

Trading As: **Opal Packaging**

Opal.

ABN: **63061583533**

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 2023 APCO Annual Report. The organisation's reporting period was **January, 2022 - December, 2022**



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

A: Suite 1102, Level 11, 55 Clarence Street, Sydney, NSW, 2000
E: apco@apco.org.au

Additional Information

The information below indicates additional information that the organisation included in their APCO Annual Report.

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

Cadbury Roses:

Opal collaborated with Mondelez to develop and produce a limited-edition Cadbury Roses chocolate box, which was launched to coincide with Mother's Day in 2022.

Opal was challenged to create a unique design that would stand out within the chocolate gifting segment, yet ensuring it also celebrated the Cadbury Roses brand equity.

The 689g limited edition box was a paper-based solution that is 70 per cent lighter than the traditional Roses tin. Significant trials were undertaken to ensure the design was fit-for-purpose, without compromising on the aesthetics of the box. Supplied as a one-piece tamper-evident box, upon opening, it became a two-piece box with a lid and a base. The box could then be accessed multiple times until all chocolates have been consumed.

The design maximised functionality to ensure distribution efficiency and pallet optimisation. Mondelez was able to add 25 per cent more shelf ready packaging per pallet. That is, 320 cartons per pallet versus 256 Cadbury Roses traditional 689g tins per pallet.

The Cadbury Roses box took the brand from a flat standard chest style box, instead featuring it as a vertical style carton. It demonstrated Opal's die-cutting expertise and took advantage of colour contrast and tactile depth with the brand's iconic rose. It generated impactful differentiation to drive greater sales in the retail environment.

Key attributes of the design included:

- A durable double-wall structure that minimised product bowing inherent with a vertical filled high density product
- It elevated the die-cut rose feature by creating depth without the need for double-sided printing
- Integrated a tamper evident feature without the need for plastic shrink film
- Sustainable design principles included material selection to minimise multiple substrates and keep the box to one material type to aid in the recycling and separation process.
- The box and its lid is recyclable in Australia and New Zealand and includes an Australasian Recycling Label (ARL) with information on how to recycle the carton correctly.

The Cadbury Roses box contributes to the achievement of 2025 National Packaging Target of '100% reusable, recyclable or compostable packaging', by being 100% recyclable.

This innovative carton has been recognised as two-time winner of Silver in 2022 at the Australasian Packaging Innovation & Design (PIDA) Awards (Food Packaging Design of the Year and Outside of the Box Design of the Year categories).

Opal's Dunnage Solution:

Opal has developed an innovative dunnage solution in collaboration with JBS Australia to limit product movement during transportation, which can result in costly damage and food waste.

Dunnage is usually constructed from expanded polystyrene (EPS), which can't be easily recycled and ends up in landfill. Opal's dunnage is a column-like corrugated structure that consists of 64 per cent kraft paper and 36 per cent recycled cardboard content which is a sustainable 100 per cent recyclable cardboard alternative to non-recyclable EPS.

The dunnage also provides enhanced transportation and distribution efficiency for JBS Australia as it

accommodates 1,800 pieces per pallet compared to traditional EPS dunnage, which enables only 200 pieces packed per pallet.

Importantly, the sustainable dunnage supports the achievement of the following 2025 APCO National Packaging Targets:

- 100 per cent reusable, recyclable or compostable packaging, by being 100 per cent recyclable
- The phase out of problematic and unnecessary single-use plastics packaging, by substituting problematic single-use plastic packaging for recyclable packaging.

This innovative and sustainable solution has been recognised by the packaging industry and won a WorldStar Global Packaging Awards 2023 in the transit category. The solution was also the winner of two GOLD awards for the 2022 Packaging Innovation & Design of the year in the Out of the Box and Sustainable-Industry categories.

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 83% 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).
- 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 recycled materials
- Use of renewable materials
- Design to minimise litter
- Design for transport efficiency
- Design for accessibility
- Provide consumer information on environmental sustainability
- 20% 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
- 90% of our packaging to be made using some level of recycled material
- Improve the accuracy of our data regarding use of recycled materials.
- Provide customers with the option to purchase packaging with the highest level of recycled content technically feasible.

Criteria 4:

Recoverability:

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

- 90% 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.

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.

- Provide customers with information on the recoverability of our packaging to inform correct disposal labelling on-pack.

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
 - 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
 - Participating in Business Clean Up Day
 - Monthly inspections of Landfill at Maryvale mill including checks for litter.