



# AIP HELPING SME'S ADOPT THE AUSTRALASIAN RECYCLING LABEL (ARL) WEBINAR - 22 FEBRUARY 2023



**ARL  
Marketplace**



AUSTRALIAN  
PACKAGING  
COVENANT  
ORGANISATION



AUSTRALIAN INSTITUTE  
OF PACKAGING



AUSTRALIAN  
FOOD &  
GROCERY  
COUNCIL

## WHAT:

The Australian Institute of Packaging (AIP) is proud to be a partner on a new campaign to empower small to medium-sized enterprises (SMEs) to start using the Australasian Recycling Label (ARL) on their packaging. This webinar will be showcasing the benefits of embedding the ARL on your packaging, the value it brings to your business, your customers and the environment. In addition the AIP will be discussing the new innovative and educational ARL Marketplace that has been designed for SMEs. If you are small to medium-sized enterprise, or work with SMEs then this webinar will help you to better understand the ARL Marketplace.

### What is the Australasian Recycling Label?

The Australasian Recycling Label or ARL is an on-pack label that provides easy-to-understand instructions about how to correctly dispose of all parts of a product's packaging. Using the ARL makes it easy to meet your business's sustainability obligations and generate a range of benefits for your business, your customers and the environment.

### What is the ARL Marketplace?

The ARL Marketplace currently features a range of free educational tools, videos, factsheets, animations, and other resources including learning modules developed by the AIP that have been designed for SME's. These tools provide SMEs with all the information they need to build more sustainable practices in their business and the AIP are also here to guide you through the process.

### ARL Educational program

The ARL Marketplace has also been designed as an educational hub for SMEs. Right now, the site is home to a range of sustainable packaging tools and resources to help SMEs understand the value of sustainable packaging, including:

- Free training modules from the Australian Institute of Packaging, Australia's peak professional body for packaging training and education.
- The Packaging Impact Calculator to help SMEs start to understand the environmental impacts of packaging design decisions.
- A range of informative fact sheets, animations and resource toolkits.
- Free tools and resources exploring what the ARL is and how it can benefit your business.
- Information on the latest events to learn more about the ARL and a range of other sustainable packaging topics.
- ARL Marketplace vendor program which will be launch in May 2023 to help bring SME's and suppliers together.

The AIP is delivering this program in a four-way partnership with the Australian Packaging Covenant Organisation (APCO), the National Retail Association (NRA), and the Australian Food and Grocery Council (AFGC). This project received grant funding from the Australian Government, which is committed to helping all SMEs put the ARL on their packaging and help customers recycle correctly.

## WHEN: TIME:

**Wednesday 22 February 2023**

10.00 - 11.00 am AEDT



**BOOK YOUR PLACE TODAY**



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## BOOK ON-LINE, EMAIL, SCAN BACK

**NB: To reserve your place simply book on-line or scan and email back this form.**

### HOW TO BOOK ?

#### ON-LINE

To reserve your place **CLICK HERE** to book on-line.

#### EMAIL : AIP MEMBERS ONLY

**AIP Members: Email your registration request to [mark@aipack.com.au](mailto:mark@aipack.com.au)  
Please indicate in your email if you have any additional guests.**

#### SCAN BACK

**To reserve your place fill in details below, scan and email back to [mark@aipack.com.au](mailto:mark@aipack.com.au)  
If you are an AIP Member simply fill in your name and contact number.**

Mr/Ms:  Given Name:  Surname:

Position:  Company:

Street Address:

State:  Postcode:  Country:

Ph:  Mob:

Email address: PRINT CLEARLY

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Mr/Ms:  Given Name:  Surname:

Position:  Company:

Email address: PRINT CLEARLY

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Mr/Ms:  Given Name:  Surname:

Position:  Company:

Email address: PRINT CLEARLY

#### REGISTRATION

AIP Member  Entrepreneurs Program  AFGC  APCO  Australian Beverage Council  NRA  AIFST

**Free to attend** QTY: x \_\_\_\_\_ FREE

**Mark Kelton**  
**AIP Australasian Office**  
☎ +61 7 3278 4490 ✉ [mark@aipack.com.au](mailto:mark@aipack.com.au)