



Sustainable Packaging

Sustainable Packaging Design Guidelines

Henkel Australia is a signatory of the Australian Packaging Covenant (the Covenant). Packaging design is a critical element in meeting signatory obligations under the Covenant. The Covenant states that in applying the Sustainable Packaging Guidelines (SPGs), the aim is to reduce packaging waste at the design stage by minimising materials used, optimising recyclability or reuse and reducing the potential for fugitive packaging.

The 10 sustainable packaging principles (the Principles) that make up the SPGs are as follows:

- **Design for Recovery:** The aim is to achieve the highest potential environmental value by following the waste hierarchy. Avoidance or reduction generally achieves the highest value, followed by reuse, material recycling and energy recovery.
- **Optimise material efficiency:** The aim is to reduce material consumption by optimising the volume and weight of packaging.
- **Design to reduce product waste:** The aim is to design packaging to eliminate or reduce avoidable product waste.
- **Eliminate hazardous materials:** The aim is to avoid using hazardous substances that could be toxic to humans or other living organisms.
- **Use recycled materials:** The aim is to optimise the amount of recycled content in the packaging.
- **Use renewable materials:** The aim is to support a circular economy for packaging by optimising the proportion of materials that are renewable.
- **Design to minimise litter:** The aim is to design any package that tends to be found in the litter stream to reduce the likelihood of it becoming litter.
- **Design for transport efficiency:** Packaging should be designed to maximise the efficiency of transport through light weighting, fully utilising shipping space ('cubing out') and using bulk packaging for distribution including business to business packaging (B2B) where appropriate.
- **Design for accessibility:** For packaging to be accessible, it must be designed to be easy for the consumer to open, have legible labelling, and not compromise safety or quality.
- **Provide consumer information on environmental sustainability:** The aim is to provide clear information or advice about any claims made about appropriate disposal or environmental attributes of the consumer packaging, on the packaging or packaged product.