



## Signatory Name: Hally Labels Pty Ltd

*The question numbers in this report refer to the numbers in the report template. Not all questions are displayed in this report.*

Status: Complete

The content in this APC Annual Report is hereby endorsed by the Chief Executive Officer, or equivalent officer of the organisation.

Yes

**5. Industry sector** (please select 1 only):

- Brand Owner / Wholesaler / Retailer
- Packaging Manufacturer
- Waste Management
- Other - Commercial Organisation
- Community Group
- Industry Association
- Government
- Raw Material Supplier
- Other:

**7. Please indicate your organisation's reporting period:**

- Financial Year: 1 July 2013 – 30 June 2014
- Calendar Year: 1 January 2014 – 31 December 2014

**8. Please indicate the entire period your accepted APC Action Plan covers (e.g. 2011-2014)**

Start Date:

End Date:

## Goal 1: Design

### KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPGs or equivalent.

9. Does your company have documented policies and procedures for evaluating and procuring packaging using the SPGs or equivalent?

Yes  No

Provide details of policies and procedures

The Hally Labels Sustainable Packaging Design Guidelines Template has been incorporated into our stage and gate Edge process for the development of new products. It has also been embedded in our Procurement Team's processes.

10. Of the types of packaging **existing at the beginning of the reporting period**, what percentage had been reviewed using the Sustainable Packaging Guidelines (SPG) by the end of the reporting period?

%

11. Have any new types of packaging been introduced during the reporting period?

Yes  No

12. If yes, of the **new types of packaging introduced during the reporting period**, what percentage have been reviewed using the Sustainable Packaging Guidelines (SPG) by the end of the reporting

%

13. Please indicate your progress this year towards achieving your annual targets and milestones for KPI 1

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	1.1 Develop customised SPG template to review existing internal packaging and for use in procuring new internal packaging	Customised SPG template developed and incorporated into our stage and gate Edge process for the development of new products, and our Procurement Team's processes.
2.	1.2 Review all existing internal packaging against the SPGs as per the timetable above using the custom SPG template	We have completed a review of carton labels, seal-off labels, cores and pallet wrapping film.
3.	1.3 Use custom SPG template for procuring new internal packaging	No new internal packaging has been procured in the reporting period
4.	1.4 Integrate the SPGs within the Edge process for new product innovation, to ensure all new packaging projects are assessed during development	Completed
5.	1.5 Create an SPGs checklist to provide to customers for new labels	Checklist has been completed and will be hosted on our new website in the dedicated sustainability section once live

14. Describe any constraints or opportunities that affected performance under this KPI

A key challenge for us has been introducing the SPG requirements to our supply chain, where the majority are not signatories to the APC. We have not completed the SPG analysis for one of the internal packaging types, cartons, that we were targeting in the reporting period. Whilst this is underway, the key challenge to completing this has been the complexities of our carton range. This has included various branding considerations, consolidation of sizes and ensuring we have the required structural integrity to transport weight over distance.

## Goal 2: Recycling

### KPI 3: % signatories applying on-site recovery systems for used packaging.

15. Do you have on-site recovery systems for recycling used packaging?

- Yes at all facilities/ sites  
 Yes at some, but not all facilities/ sites  
 No

16. Please indicate your progress this year towards achieving your annual targets and milestones for KPI 3

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	3.1 Implement onsite recycling for paper and office goods	Informal practices are in place that needs to be formalised across all departments.
2.	3.2 Implement onsite recycling in the lunchroom	Not complete
3.	3.3 Develop recycling systems for internal packaging (not labels)	All internal packaging that is recyclable is currently being separated internally for collection and recycling by our waste management contractor.

17. Describe any constraints or opportunities that affected performance under this KPI

The key challenge has been to change behaviour across the organisation, we are committed to doing this but have underestimated the resource and focus required to achieve it.

### KPI 4: Signatories implement formal policy of buying products made from recycled packaging.

18. Does your company have a formal policy of buying products made from recycled packaging?

- Yes  No

Provide details of policies and procedures (including names of policies/ procedures)

Hally Labels Buy Recycled Policy, hosted on our internal quality system database

19. Is this policy actively used?

- Yes  No

20. Please indicate your progress this year towards achieving your annual targets and milestones for KPI 4

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	4.1 Develop a formal policy/procedure to buy recycled products and materials that is used by the Procurement team for purchasing decisions.	Completed and in use
2.	4.2 Review current packaging for opportunities to increase use of recycled products.	The review of current packaging for opportunities to increase recycled content has been linked to our SPG assessment schedule. We have completed the reviews for 40% of the packaging types within the reporting period. The analysis has found that we are already using a high percentage of recycled content in key categories.
3.	4.3 Develop product range for customers of recycled content label materials.	Product range of recycled content label materials is in place, and opportunities to introduce new materials continue to be evaluated.

4.	4.4 Review office products and marketing collateral for recycled content opportunities	All new marketing collateral and branded stationery items are being sourced with either recycled content or chain of custody certification
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**21. Describe any constraints or opportunities that affected performance under this KPI**

A key challenge for developing our product range of recycled content label materials has been the commercial availability of suitable products. There is also significant confusion around the terms recycled, sustainable, biodegradable, compostable, chain of custody certified, etc. which has been a constraint.

**Goal 3: Product Stewardship**

**KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.**

**22. Does your company have formal processes in place for collaborating with other companies or organisations on improved packaging designs and/or recycling which aims to reduce or eliminate waste?**

Yes  No

Provide details of policies and procedures (including names of policies/ procedures)

Formal Policies:  
 F252 New Supplier Proposal  
 F253 Current Supplier Review Summary  
 In addition, environmental sustainability initiatives are included on the agenda of key supplier meetings, and we use the SPG's to guide these discussions.

**23. Please indicate your progress this year towards achieving your annual targets and milestones for KPI 6**

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	6.1 Review waste management contracts that require collection and recycling of packaging	Our waste management contract was reviewed in 2013. This led to a change in provider who helped us implement on-site recycling for internal packaging. Working closely with our provider we have redesigned our onsite compaction system to ensure better compaction of our non-recyclable waste, leading to less pick-ups per week and less cubic waste to landfill.
2.	6.2 Include in tender questionnaires whether suppliers have implemented APC or similar so that better partnerships for sustainability can be achieved using common goals.	We have included in our New Supplier Proposal evaluation form questions and considerations relating to the APC and environmental sustainability. During the reporting period we have not tendered any internal packaging or raw materials. At the next tender opportunity we will update our tender questionnaire.
3.	6.3 Put in place a requirement in the procurement process that suppliers have regular meetings or product reviews to reduce/reuse/recycle packaging/materials and for suppliers to share their own sustainable learning's	On the agenda of our key supplier reviews is the topic of sustainability. We have had regular presentations from our suppliers on environmental sustainability during the reporting period.
4.	6.4 Work with suppliers to improve the design of materials and optimise efficiency	During our regular supplier meetings, any environmental initiatives are discussed. We are currently working with one of our key suppliers on scoping an alternative form of packaging which optimises packaging through the use of recycled content, the opportunity for recycling, the lightweighting of transported materials, and an improved shipping configuration which reduces space and weight.

**24. Describe any constraints or opportunities that affected performance under this KPI**

**KPI 7: % signatories showing other Product Stewardship outcomes.**

25. Please indicate your progress this year towards achieving your annual targets and milestones for KPI 7

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	7.1 Investigate new options for label waste recycling or more sustainable disposal	Investigations have been completed for the recycling of label waste and also the conversion of waste into fuel. The findings of these investigations are currently being evaluated via our Edge process, because they require capital investment.
2.	7.3 Gain FSC/PEFC certification	Complete
3.	7.4 Investigate benefits of installing rainwater tanks	Investigation has been completed. Recommendation not to proceed due to lack of commercial benefit, because water use at our site is minimal as it is not part of our manufacturing process.
4.	7.6 Develop a formal Environmental Sustainability Policy	Complete
5.	7.7 Develop regular communication materials to keep all staff informed of activities and progress	This is ongoing, communications to date have included website updates, staff newsletters, posters and workshops.
6.	7.8 Review use and type of company vehicles	Review has been completed, with the recommendation to move to diesel vehicles. This is being implemented when lease renewals become available.
7.	7.9 Investigate ways to minimise production waste and optimise efficiency e.g. reduce set up metres, reduce aged inventory, reduce ink waste, optimise web widths, manage butt rolls	The implementation of our new manufacturing system has given us greater opportunities to consolidate jobs and optimise production efficiency. This new system will allow us to complete the analysis in the coming 12 months to identify and then implement opportunities for improvement.
8.	7.10 Audit current energy use and identify opportunities for improvement	A lighting and energy audit has been completed and opportunities for lighting improvements have been tabled. To reduce the air conditioning requirement in our plant we have implemented insulation of our UV exhausts. This has reduced our energy usage.
9.	7.11 Implement group training workshops for printers to minimise waste when introducing new materials	Training to date has focused on establishing the protocols at a management level. These are now in place and will be implemented as new materials are introduced.
10.	7.12 Comply with AS/NZS 5377:2013 regarding disposal of e-waste	A formal policy is in development. We have identified a preferred supplier for the collection and disposal of e-waste who has ISO 14001 certification and complies with AS/NZS 5377:2013. We are currently collecting our e-waste and once mass is achieved we will engage with this supplier.
11.	7.13 Audit paper processes and move to paperless workflow where possible	The implementation of our new manufacturing system gave us the opportunity to audit our processes. As a result, we have streamlined workflows and eliminated paper in our production process. This includes the elimination of paper schedules, timesheets, and raw materials receipting.

12.	7.14 Review solvent and chemical use in operations and identify new environmentally friendly options	Review completed, chemicals consolidated, we have removed the less environmentally friendly ones and have continued to reduce the use of chemicals in the workplace through a monitoring and training program.
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26. Since the beginning of the reporting period, has your company had any other outcomes related to product stewardship?

Yes  No

If yes, please give examples of other product stewardship outcomes

We have worked with a number of our customers on projects to successfully lightweight and optimise their packaging requirements. This has included thinner materials, efficient label sizes, optimal print run lengths, product specification changes for reduction and removal of excess packaging, roll quantity and carton quantity optimisation, etc.

27. Describe any constraints or opportunities that affected performance under this KPI

**KPI 8: Reductions in packaging items in the litter stream.**

28. Please indicate your progress this year towards achieving your annual targets and milestones for KPI 8

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	8.1 Participate in Business Clean-Up Day to address litter on site	Complete
2.	8.2 Develop customer education material as to the best waste disposal methods for our products	Materials are in place to facilitate the discussion of waste disposal methods for our products. These are typically used in one-to-one customer specific presentations or projects.
3.	8.3 Develop information for customers on choosing products that are recyclable	This consideration has been built into our SPG checklist that our Account Managers use with our customers.

29. Describe any constraints or opportunities that affected performance under this KPI

The key constraint in achieving 8.3 is that the primary concern when selecting a label material is the functionality of the label to achieve the required performance. This means that recyclability can be traded off for performance e.g. in wet, chilled environments where protection against moisture is a requirement, filmic materials are required over paper materials.

**Your Experiences**

This section lets you share with us any achievements, good news stories and areas of difficulties in making progress against your plan and the Covenant goals and KPIs.

30. Key achievements or good news stories

Over the past two years we have used our size and scale to influence our international supply chain partners in the development of chain of custody certified materials. We have transitioned over a third of our paper materials to certified sources.

31. Areas of difficulties in making progress against your plan, Covenant goals or KPIs