

# ARL Marketplace SME Buyer Toolkit



The **ARL Marketplace SME Buyer Toolkit** has been designed to help you determine if the ARL Marketplace is right for you and to answer any questions you might have about how to join and use the ARL Marketplace as a buyer.

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# Welcome to the ARL Marketplace

## About the ARL Marketplace

The [ARL Marketplace](#) is an online platform dedicated to helping small and medium-sized enterprises (SMEs) start using the Australasian Recycling Label (ARL) on their packaging. It features a **range of free educational tools and resources** exploring the ARL and the benefits of sustainable packaging for businesses, customers and the environment.

The ARL Marketplace also hosts an **online packaging directory** where SMEs can find packaging from a range of packaging suppliers and apply the ARL. All packaging available on the ARL Marketplace has been evaluated for recyclability and is ready to label with the ARL in a few simple steps.

## About the Australasian Recycling Label (ARL)

The ARL is a packaging label that helps Australians and New Zealanders to recycle right.



**Supported by  
Government**



**AUS & NZ's only  
evidence-based  
recycling label**



**Used by over  
900 businesses**



**On more than  
300,000 products**

**Who can use the ARL?** The ARL is accessible to businesses through the Australian Packaging Covenant Organisation (APCO), either via the ARL Program or the ARL Marketplace.

## About APCO

[APCO](#) is a not-for-profit organisation leading the development of a circular economy for packaging in Australia.

[Legislation](#) requires businesses with a turnover over \$5 million to report on their packaging and waste and be responsible for managing the environmental impacts of their packaging. There are two ways for businesses to meet these requirements, one of which is through the [Australian Packaging Covenant](#) which is administered by APCO. For more detail on this, click [here](#).

APCO runs programs and platforms such as the [Australasian Recycling Label \(ARL\) Program](#), the [ARL Marketplace](#) and the [ANZPAC Plastics Pact](#).

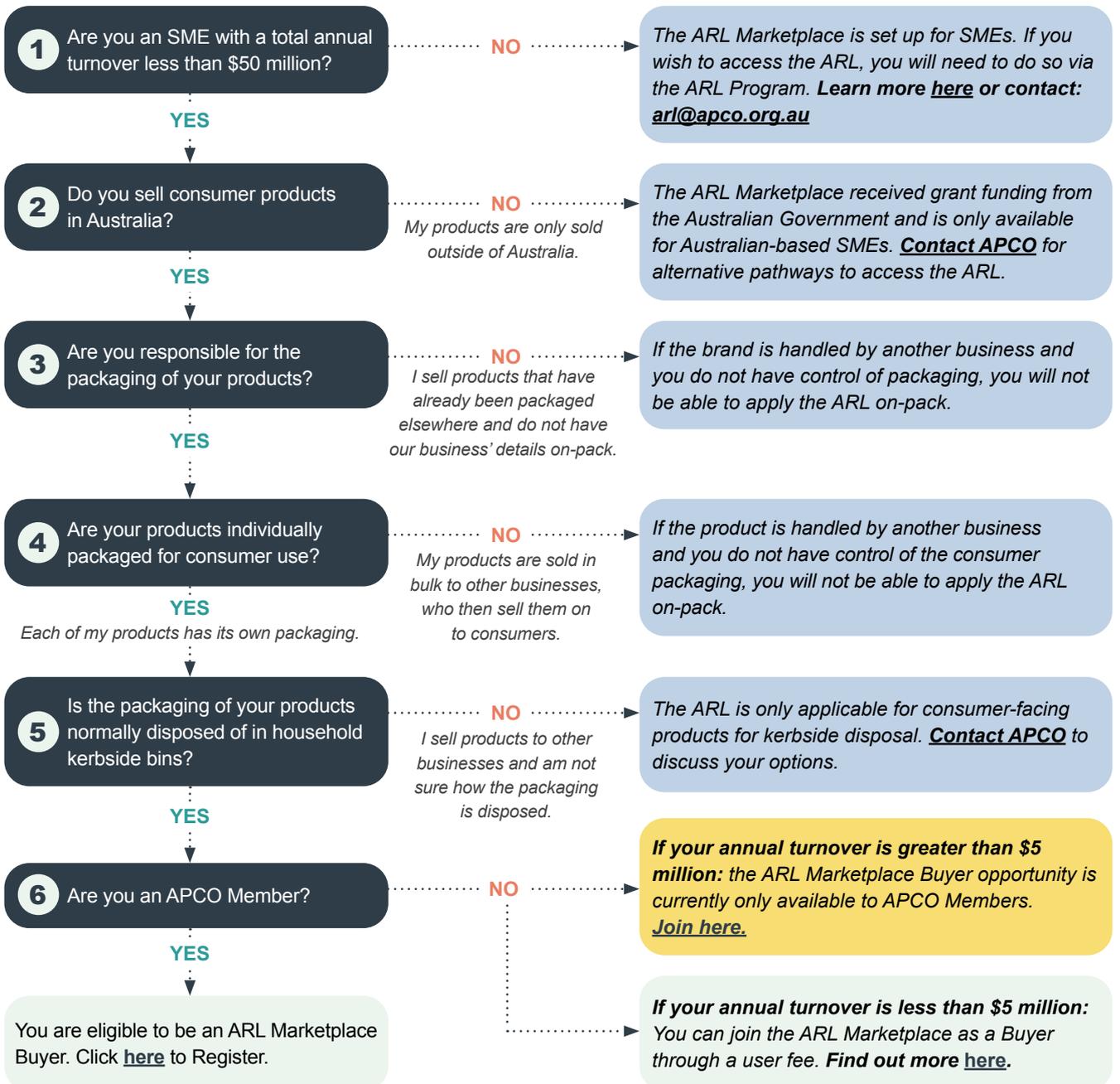
# Is the ARL Marketplace right for me?

The Australasian Recycling Label (ARL) is a packaging label that helps Australians and New Zealanders to recycle right. If you are a small-to-medium sized enterprise (SME) based in Australia looking to improve the sustainability of your packaging and apply the ARL on the products you sell – you’re in the right place!

Whether you’re just starting out and searching for a packaging supplier, or you’re already working with a supplier that has a listing on the ARL Marketplace, we hope you’ll be able to find the right packaging for your business on the ARL Marketplace.

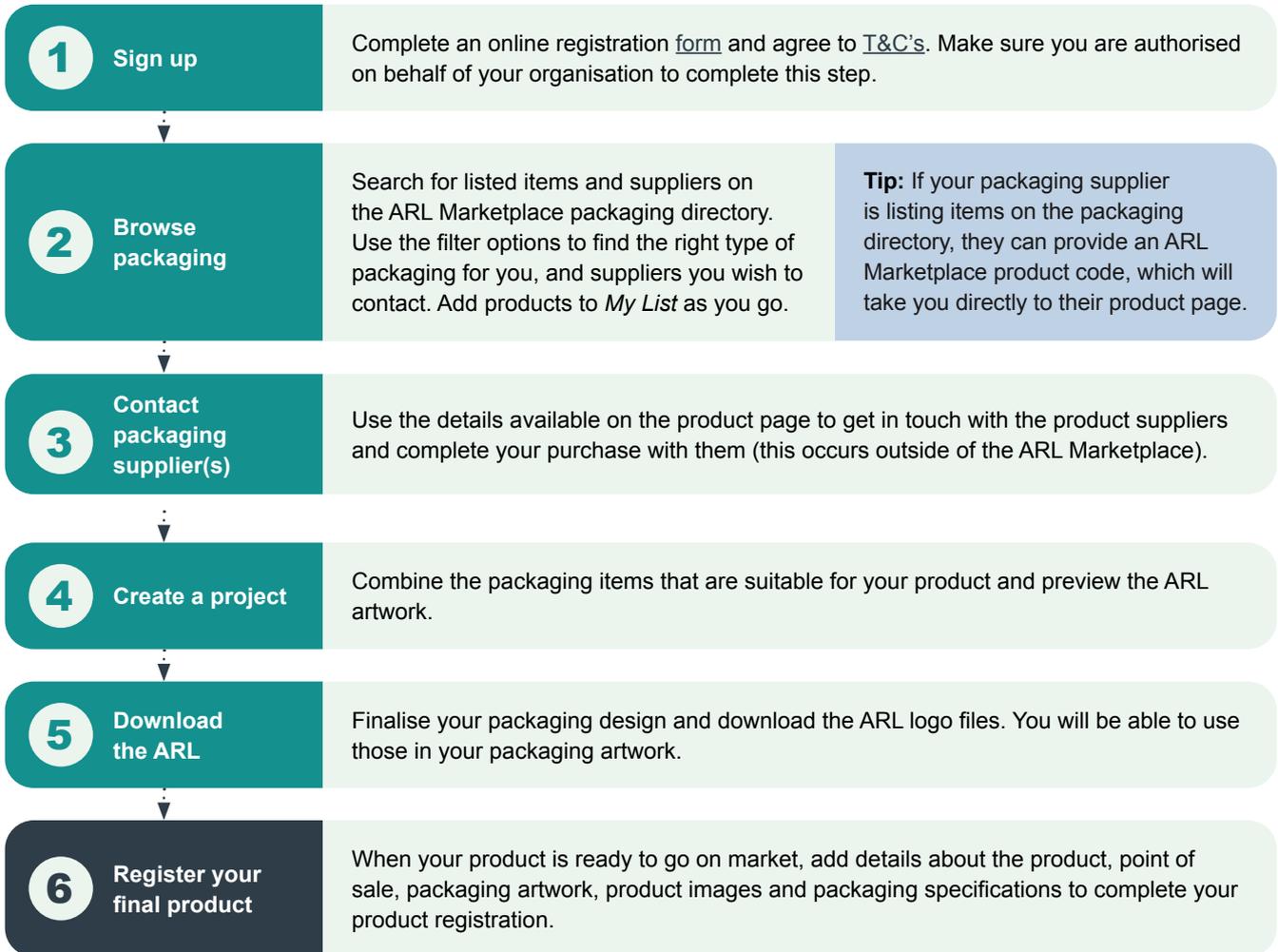
Follow this decision tree to see if you’re eligible to register as a buyer on the ARL Marketplace and if your product is considered packaging and can have the ARL applied:

## Is the ARL Marketplace right for me?



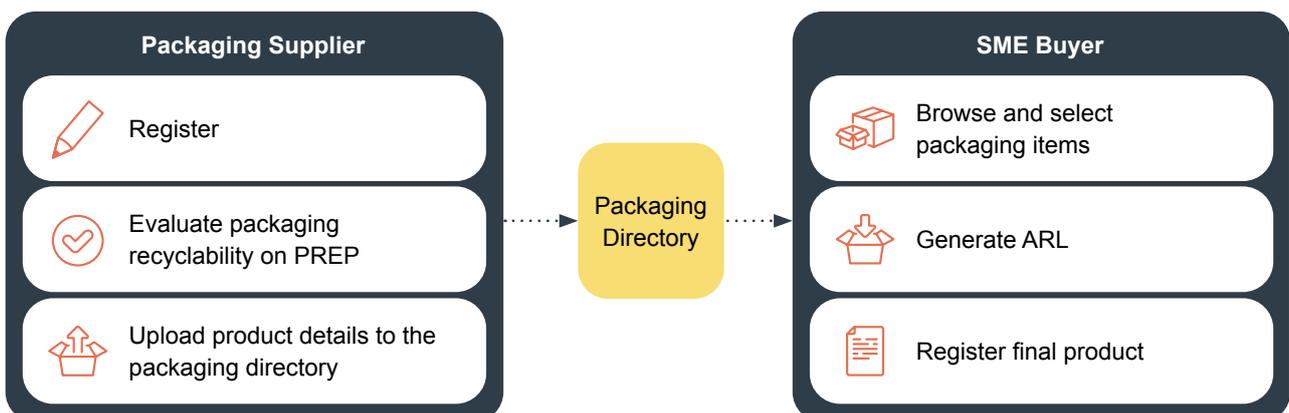
# I'm ready to join!

Once you've confirmed the ARL Marketplace is right for you, you are only a few steps away from getting the ARL on your product packaging:



## How does the ARL Marketplace work?

The ARL Marketplace has been designed to make applying the ARL on-pack a quick and simple process - for suppliers and SME buyers.



# What information do I need to provide?

You can register for the ARL Marketplace as a Buyer [here](#).

Before you register, make sure you have the following information on-hand:

- **Your e-mail address** – use your company email address.
- **Create a password** – make sure it is at least 8 characters long and includes lower case, upper case, numbers, and special characters.
- **Are you based in Australia?** – please select Yes or No.

**Why are we asking this?** If your answer in “No”, you will not be eligible to use the ARL Marketplace.

- **Select Interested in:** Buying packaging.
- Your **first name** and **last name**.
- Your **company’s ABN**.
- Your **company’s name**. Note: use the official name associated with the ABN rather than your trading name.
- Your **position** in the company.
- Your **APCO Membership status**. Please select Yes or No. If you are unsure, contact APCO.
- Your **annual turnover bracket** – please select from the drop-down menu options: Under \$5 million; \$5 million - \$50 million; Above \$50 million.

**Why are we asking this?**

APCO defines an SME according to their annual turnover.

- *If your organisation has an annual turnover less than \$5 million, you can access the ARL Marketplace through either APCO Membership or via a user fee.*
- If your organisation has an annual turnover of \$50M or less, you are eligible to use the ARL Marketplace to access the ARL through APCO Membership.
- If your turnover is greater than \$50 million, your organisation is not currently eligible to use the ARL Marketplace to access the ARL. You can do so via the ARL Program through APCO Membership.

Please contact APCO if you have any questions on your eligibility to the ARL Marketplace.

- Your **industry sector** – please select the best option from the drop-down menu. If you cannot find the sector that suits you most, please opt for “other”.

**Important:** You will be required to [read](#) and agree to the ARL Marketplace Terms and Conditions. Please note, the T&Cs are a legally binding contract between your organisation and APCO. Make sure you are authorised by your organisation to agree. If you are unsure, please follow your organisation’s protocol.

## Navigating the website

Use the top navigation bar to switch between screens:

- **Packaging Directory** enables you to browse and filter packaging items or suppliers.
- **Learn More** provides access to a library of information sheets, animations and videos about sustainable packaging and the ARL.
- **Dashboard** will display your current projects and their status.
- **My List** will allow you to view or remove items you have selected from the packaging directory.
- **My Projects** is where you can navigate your projects according to their stage of completion:
  - **Drafts.**
  - **In Review.**
  - **Design Finalised.**
  - **In Market.**
- **My Account** enables you to view and manage your account details.
- **Log out**

## Managing your account details

Access *My Account* page via the navigation bar. Here you can:

- **Reset password** – click on the hyperlink to request a new password.
- **Change details** – if you need to make any changes to your registration details, you will need to contact APCO.



# How to get the ARL on my packaging

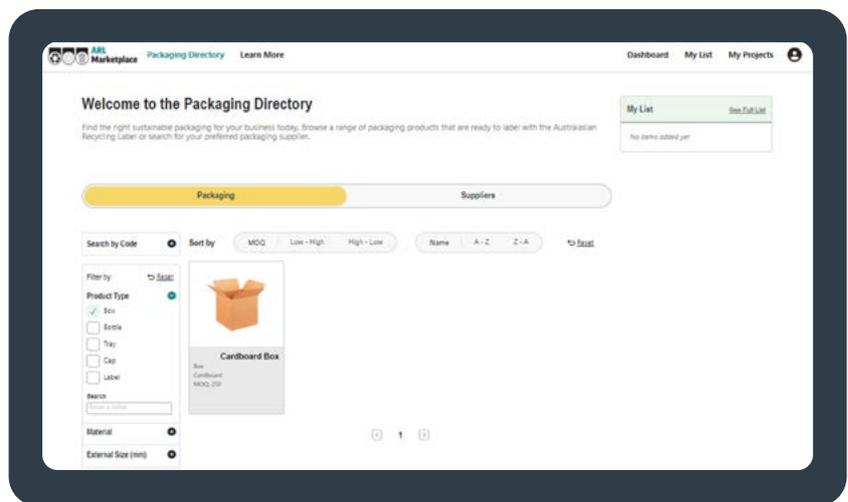
Now that you've created an ARL Marketplace account, you can access a range of packaging products on the packaging directory.

Follow the step-by-step guide below to find packaging that's right for you and get the ARL on your product.

Start by navigating to the packaging directory to find and combine packaging items for your products:

## How to browse the packaging directory

- **Search for packaging** by using the filter options to find the packaging you're interested in. You can also **search for suppliers** by applying filters to directly view the relevant suppliers and their contact details. Another option is to **search by ARL Marketplace Code**, if you've received one from your supplier, and reach the product page directly.



- To **sort your search results**, use the options to view results alphabetically (A-Z or Z-A) or by Minimum Order Quantity (MOQ) (low-high or high-low).
- To **view product details**, click on the product card to see product description and inclusions, as well as the supplier's contact details.
- You can **add and remove items from My List** by clicking on the *Add to List* button. The item will appear in the window on the top right part of the page. You can click the (X) icon to remove an item. You can also navigate to the *My List* tab and edit your items there.

### Using the filter options

**Product Type** – select one or several packaging formats (e.g., bottle, box), or use the free text field to enter the product type. A list of auto-filled options will appear.

**Material** – select one or more materials (e.g., glass, paper).

**External Size** – specify the dimensions you are looking for. Ensure you have used millimetres (mm).

**Internal Size** – specify the dimensions you are looking for. Ensure you have used millimetres (mm).

**Internal Volume** – select a range from the drop-down menu.

**Application** – select the intended usage for this packaging (e.g., food, beverage).

**Minimum Order Quantity (MOQ)** – enter minimum and maximum values to ensure the search results reflect availability from suppliers.

**Supplier Type** – if you have a preference of viewing products offered by manufacturers or distributors, you can indicate it here.

## How to create a project

Once you have selected the items into *My List* you can begin compiling your project:

- To **create a project**, click on the green button on the bottom of *My list*. A pop-up window will appear.
- **Give your project a name** by allocating a meaningful title for your project. This will make it easy for you to keep track of your drafts (e.g. “strawberry jam jar” would be preferable to “test 123”). If you have already created a project, you can select to **add to project**. Simply choose from the existing projects’ list in the drop-down menu.
- To **select main item(s) and add-on(s)**, click the *Add* button next to the item you wish to include in each category.

## How to edit a project

Use the *Drafts* mode to experiment with adding and removing items, and previewing the associated ARL:

- In the add-ons section you will be asked to **complete add-on(s) details**. Enter additional information under *Attached to*: by selecting the main packaging component from the drop-down menu.
- You can **add items** to the draft project by returning to the packaging directory and adding to an existing project. To **remove items**, click on the (x) icon and confirm this action in the dialog box.
- When you are happy with your project components and have completed the add-on(s) information, the **Request ARL preview** button on the top right corner will become active. Click to preview the ARL outcome based on your project information.
- Once you have previewed the ARL and are happy to move on, close the pop-up window and move to the next stage by clicking **Proceed to In Review**.

### Main items vs Add-ons

Main items are the primary elements of the packaging which hold the product. These are often boxes, bottles, cans etc.

Add-ons are secondary packaging items that are attached to the main item, such as labels, tags, caps etc.

### Note:

- The ARL preview may take a few minutes while the information is being processed. The buttons will become activated once the ARL is ready.
- The ARL preview is indicative only and will include a “draft” watermark.



## How to review a project

Before finalising your project, use this screen to make any last edits and confirm the ARL you will receive. You'll need to **confirm project details** by carefully reviewing the project components and attachments. If you need to make any changes, now is the time – you can still remove or add items.

You'll be requested to **preview the ARL** again, because once you proceed to the next stage, the ARL will be locked in, and you will not be able to edit your project details. If you have not made any changes, the same ARL will be shown in the preview. If you have made changes, the button will revert to *Request ARL Preview*.

When you click on **proceed to Design Finalised** button, your project details will be locked in and the final ARL will be available on the next page.

**Note:** If you are an SME with a total annual turnover less than \$5 million and are not a current APCO Member, you will be directed to a payment page the first time you proceed to *Design Finalised*. See Payment Page section of this document for more details.

## How to register your product

Now that you have finalised the design of your project, you can view its details and download the ARL logos in the *Design Finalised* screen. This is also where you'll be asked to include details on your finished product when it is ready to go to market:

- To **view your project's final details**, click on the arrow next to the project name to expand. These details are no longer editable.
- **Download your ARL logo files** which will become available in the window on the right of the screen. Click the *Download ARL Logo* button to receive the final ARL files.
- **Save your progress**. As you may not have all the information at once, jump back in later. When you have completed all the sections click on the *Save and Register* button to complete the registration.
- Finally, you'll be asked to **confirm registration** in a pop up window. If you need to make any changes please do so before moving forward. These details will be subject to checks from time to time, so it's important to get them right.

## Completing your product registration details:

**UPC / Barcode(s)** – include all SKUs that use this packaging.

**Product description** – describe your product.

**Product listing date** – select the approximate date when these products will become available for consumers.

**Product points of sale** – select the location(s) where your product will be sold ( e.g., supermarket, online. You can select more than one, if applicable).

**Supporting documentation** – include at least one file for each of type:

- **Packaging artwork** – include your packaging graphic design with the ARL. PDF, JPEG, JPG or PNG file formats are acceptable, maximum file size is 2MB. Up to 5 images can be uploaded.
- **Product photos** – include images of the physical product with the label applied. PDF, JPEG, JPG or PNG file formats are acceptable, maximum file size is 2MB. Up to 5 images can be uploaded.
- **Packaging specifications** – upload the information provided by your packaging suppliers about the size and composition of your packaging. PDF file format, maximum file size of 2MB. Up to 5 documents can be uploaded.

## How to view completed projects

View the details of your completed projects in the *In Market* screen. You can also download the ARL logos from this page again, if you need to.

## How to pay my user fees (if applicable)

If you are an SME with a total annual turnover less than \$5 million, and are not a current APCO Member, you will be directed to a payment page the first time you proceed to *Design Finalised*.

Follow the instructions on screen and click on the **Request Invoice** button to receive it by email. Once your invoice has been generated, you will be able to fill in the details and **pay by credit card**. If you prefer to **pay by bank transfer**, please contact [arlmartplace@apco.org.au](mailto:arlmartplace@apco.org.au) with your invoice details.

**Note:** Once your payment has been processed you will receive an email notification. This may take up to 2 business days. While the payment is being processed you can still go back and create more packaging projects.



# How to encourage suppliers to list products on the ARL Marketplace

If your current supplier does not list their packaging on the ARL Marketplace, we have provided some templates below to help you talk to them about joining as a supplier.

Dear \_\_\_\_\_,

**[Insert your company name]** is working to improve the sustainability of our packaging and educating our customers about how to recycle our packaging correctly. As part of these efforts, we would like to use the Australasian Recycling Label (ARL) on our **[insert packaging type]** product range.

There's now an opportunity for SMEs like us to access the ARL through a new online packaging directory - the ARL Marketplace. We're interested in getting the ARL on your **[insert packaging type]** packaging, but were unable to locate your details or products in the packaging directory.

We hope you will consider registering. If you haven't heard about the ARL Marketplace yet, you can learn more about registering as an ARL Marketplace supplier here. You can also contact APCO directly for more details at [arlmartplace@apco.org.au](mailto:arlmartplace@apco.org.au).

We look forward to finding your products on the ARL Marketplace so we can label them for recyclability and achieve our company's sustainability goals.

Kind regards,



## How to request support from APCO with contacting suppliers

Send to: [arlmktplace@apco.org.au](mailto:arlmktplace@apco.org.au)

Dear ARL Marketplace team,

We've searched the ARL Marketplace directory but are unable to locate the supplier we would like to source our packaging from.

We are keen to get the ARL logo on our packaging, and would appreciate it if APCO could support with reaching out to the supplier directly and invite them to register and list their products on the ARL Marketplace.

We've included some information below:

Supplier company name: \_\_\_\_\_

Packaging product types: \_\_\_\_\_

Supplier contact person: \_\_\_\_\_

Supplier e-mail: \_\_\_\_\_

Please contact us for further information about the packaging we are interested in labelling:

Name: \_\_\_\_\_

Company name: \_\_\_\_\_

Company position: \_\_\_\_\_

Company e-mail: \_\_\_\_\_

Phone number: \_\_\_\_\_

Kind regards,



# Frequently Asked Questions – ARL Marketplace Buyer

## Packaging Directory

### I can't find the packaging type or material I am looking for.

The packaging directory is populated with products listed by registered suppliers. If a particular packaging type or material is not available, it may be because there are no registered suppliers offering it at this time. The packaging directory will be updated on an ongoing basis, so be sure to check-in regularly. You can also contact [arlmktplace@apco.org.au](mailto:arlmktplace@apco.org.au) to let us know what types of packaging you are interested in.

Certain packaging materials and formats that are intended for national phase-outs or bans will not be available in the packaging directory. For more information:

- Listed materials for priority phase out: [Action Plan for Problematic and/or Unnecessary Single-use Plastic Packaging](#).
- Products containing PFAS: [Action Plan to Phase Out PFAS in Fibre-Based Food Contact Packaging](#).
- EPS packaging: [EPS Phase Out Action Plan & Reporting Mechanism](#).

### I can't find the supplier I am looking for.

The supplier you are already working with or intend to purchase packaging from may not yet be on the ARL Marketplace. In this case, you can:

- Contact your supplier directly and let them know you are interested in applying the ARL through the ARL Marketplace.
- Send your supplier details to [arlmktplace@apco.org.au](mailto:arlmktplace@apco.org.au) and APCO will reach out with instructions on how to register and list their products on the ARL Marketplace.
- Access the ARL via the ARL Program and APCO will support you to assess your packaging. If you are not an APCO Member yet, learn more [here](#).



## Draft projects

### How many draft projects can I create? How many ARLs can I preview?

As a registered ARL Marketplace buyer, you have unlimited access to create as many draft projects and ARL previews as you wish.

### My packaging has multiple components. How do I determine which is a main item?

Typically, the main item will be the packaging component that contains your product (e.g., bottle, box, can).

### I previewed the ARL and edited my project. Why has the ARL changed?

The ARL reflects the combination of main items and add-ons. If you have changed any of these, it may change the recyclability outcome, and as a result, the ARL. If you have specific questions about your ARL outcome, please contact [arlmarketplace@apco.org.au](mailto:arlmarketplace@apco.org.au).

### My project's packaging items should be recyclable, why I am receiving a "bin logo"?

When it comes to packaging, even the smallest details can have an impact on recyclability, including the packaging material, shape, size, weight, inks and adhesives. A combination of components or the use of the packaging may result in a non-recyclable outcome. If you have specific questions about your ARL outcome, please contact [arlmarketplace@apco.org.au](mailto:arlmarketplace@apco.org.au).

### What is the difference between "Preview ARL" and the final ARL? Why can't I just use the ARL preview for my label?

The ARL preview is provided as an indication of what the ARL logo outcome will look like for a particular set of packaging items and add-ons. When you preview the ARL, it will be displayed with a "draft" watermark because your project has not yet been finalised and can still be changed.

### Why am I being prompted to pay before I proceed to *Design Finalised*?

If you are not a current APCO Member and your annual turnover is under \$5 million, you are eligible to access the ARL by paying an annual ARL Marketplace user fee.

After you register, you can freely create draft projects and preview the ARL until you are ready to finalise your first project. The first time you click on *Proceed to Design Finalised* you will be prompted to pay the annual fee and once that payment has been processed you will receive the ARL logo files.

If your APCO Membership status has changed since you first registered, please contact [arlmarketplace@apco.org.au](mailto:arlmarketplace@apco.org.au) to update your details.

## Design Finalised

### What happens after I get the ARL?

After you've downloaded the logo files, follow these simple steps:

- Use the ARL logo files to incorporate in your packaging artwork.
- Come back to the ARL Marketplace *In Market* tab, to complete the required information for product registration. Save your progress as you go, and easily jump back in once more information becomes available to you.
- Complete your product registration.
- You may be contacted by APCO for routine checks to ensure the correct application of the ARL on your packaging.
- Follow the same process for each product you wish to label with the ARL.

### Why do I need to register my product? What should I do if I don't have all the details to complete the product registration right now?

APCO collects information about products bearing the ARL which are placed on market, as part of the [ARL Program's governance process](#). On the ARL Marketplace, we have made it easy for you to fill in the required information. Simply jump into the *Design Finalised* tab and click on the *Download the ARL and Register* button at any time. Remember to save your progress and ensure you have uploaded all the required documents, when all have been completed the *Save and Register* button will then be activated.

### I proceeded to Design Finalised but decided not to use the ARL. What should I do?

If you no longer intend to apply the ARL to a particular packaging project, go to *My Projects* and select the *Design Finalised* tab. Click on the Delete Project link on the top right corner of the project summary. Note: Deleting the project will remove it completely and is not reversible.

### How much does it cost?

Access to the ARL Marketplace is available for SMEs who are APCO Members, at no extra cost.

If your annual revenue is under \$5 million and you're not an APCO Member, you can now get unlimited access to the packaging directory, packaging projects and ARL previews, up to one-hour technical support and an ARL logo package for an annual fee of \$495 (+ GST). If you're only using the ARL Marketplace, you will not be required to submit additional reports.

## In Market

### I haven't created any new ARL logos - why have I received a payment request?

As per section 22 in the T&Cs, as long as you have products in market that bear the ARL, you will be required to pay an annual fee. When the fee is not paid annually, or terms and conditions are not reagreed, your right to access and use the ARL Marketplace will be terminated and you must cease the use of the ARL in accordance with Part G of the T&Cs.

### I no longer have products bearing the ARL on market. What should I do?

If your organisation no longer has any products bearing the ARL, please contact [arlmktplace@apco.org.au](mailto:arlmktplace@apco.org.au) to let us know.

## Want to learn more about the ARL?

Visit [www.arlmarketplace.org.au](http://www.arlmarketplace.org.au) and access a range of free educational tools and resources. Register now and stay up to date on the ARL and all things sustainable packaging.

## Contact information:

To get in touch today or learn more about the ARL and ARL Marketplace please contact:

### Australian Packaging Covenant Organisation (APCO)



Website: [www.apco.org.au](http://www.apco.org.au)



Phone: 02 8381 3735



Email: [arlmarketplace@apco.org.au](mailto:arlmarketplace@apco.org.au)



LinkedIn: [www.linkedin.com/company/australian-packaging-covenant-organisation](https://www.linkedin.com/company/australian-packaging-covenant-organisation)

### Australian Institute of Packaging (AIP)



Website: [www.aipack.com.au](http://www.aipack.com.au)



Phone: 07 3278 4490



Email: [info@aipack.com.au](mailto:info@aipack.com.au)



LinkedIn: [www.linkedin.com/in/australianinstituteofpackaging](https://www.linkedin.com/in/australianinstituteofpackaging)

### Australian Food and Grocery Council (AFGC)



Website: [www.afgc.org.au](http://www.afgc.org.au)



Phone: 02 6273 1466



Email: [afgc@afgc.org.au](mailto:afgc@afgc.org.au)



Facebook: [www.facebook.com/austfoodgrocery](https://www.facebook.com/austfoodgrocery)



LinkedIn: [www.linkedin.com/company/australian-food-and-grocery-council](https://www.linkedin.com/company/australian-food-and-grocery-council)

### National Retail Association (NRA)



Website: [www.nra.net.au](http://www.nra.net.au)



Phone: 1 800 738 245



Email: [sustainability@nra.net.au](mailto:sustainability@nra.net.au)



Facebook: [www.facebook.com/NationalRetailAssociation](https://www.facebook.com/NationalRetailAssociation)



LinkedIn: [www.linkedin.com/company/national-retail-association/?originalSubdomain=au](https://www.linkedin.com/company/national-retail-association/?originalSubdomain=au)



# ARL Marketplace



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