ARL Marketplace

ARL Marketplace Supplier Toolkit

![ARL Marketplace logo]

The ARL Marketplace Supplier 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 supplier.

What's included in this kit

![ARL Marketplace logo]

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 details, click here.

APCO runs programs and platforms such as the Australasian Recycling Label (ARL) Program, the ARL Marketplace and the ANZPAC Plastics Pact.
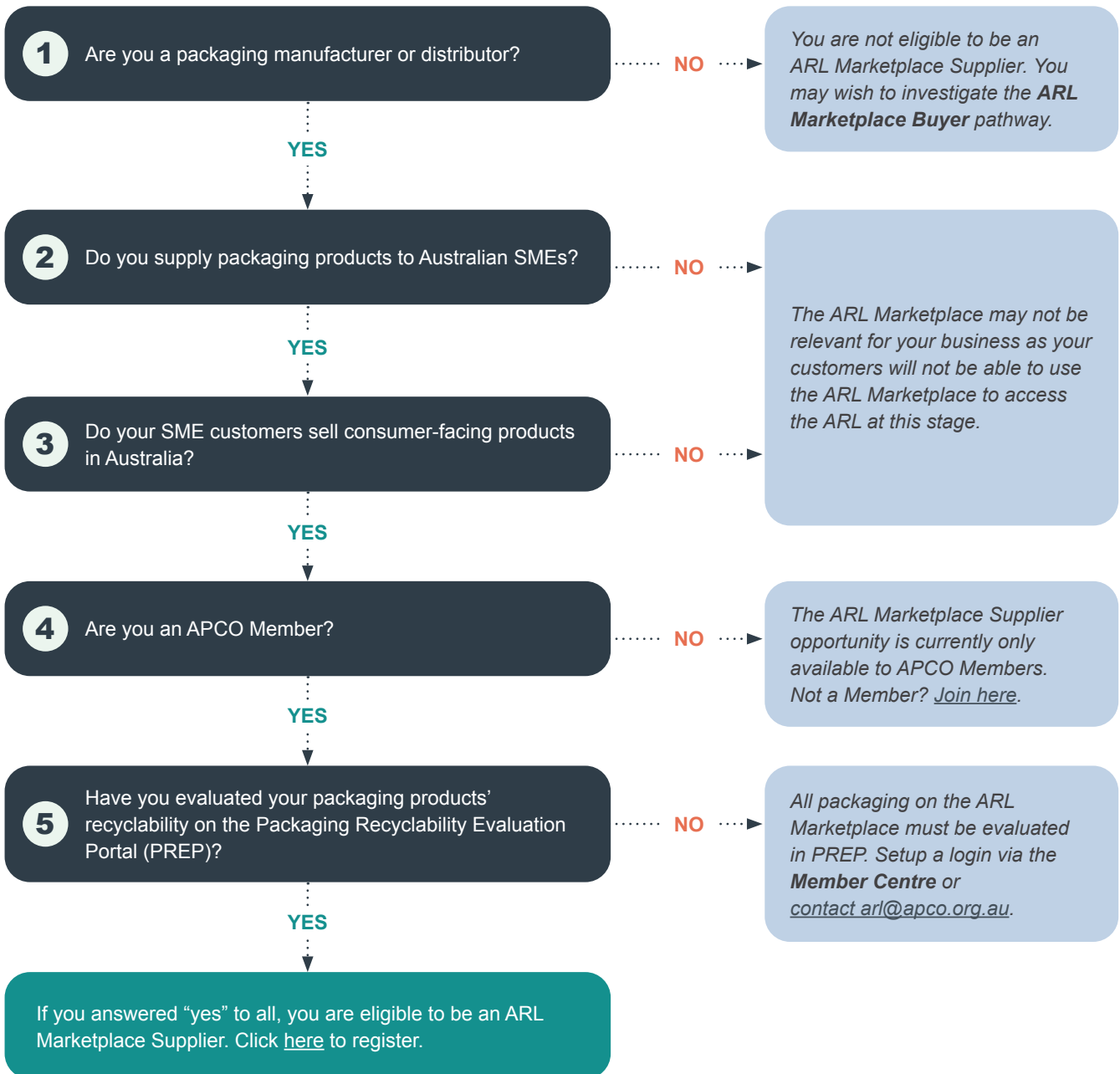
Is the ARL Marketplace right for me?

Are you a packaging manufacturer, distributor or labeller looking to support your small-to-medium sized enterprise (SME) customers to adopt the ARL?

Follow this decision tree to see if you're eligible to register as a supplier on the ARL Marketplace.

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

Is the ARL Marketplace right for me?

1 Are you a packaging manufacturer or distributor? ········ **NO** ····▶ *You are not eligible to be an ARL Marketplace Supplier. You may wish to investigate the **ARL Marketplace Buyer** pathway.*

YES

2 Do you supply packaging products to Australian SMEs? ········ **NO** ····▶

The ARL Marketplace may not be relevant for your business as your customers will not be able to use the ARL Marketplace to access the ARL at this stage.

YES

3 Do your SME customers sell consumer-facing products in Australia? ········ **NO** ····▶

YES

4 Are you an APCO Member? ········ **NO** ····▶ *The ARL Marketplace Supplier opportunity is currently only available to APCO Members. Not a Member? Join here.*

YES

5 Have you evaluated your packaging products' recyclability on the Packaging Recyclability Evaluation Portal (PREP)? ········ **NO** ····▶ *All packaging on the ARL Marketplace must be evaluated in PREP. Setup a login via the **Member Centre** or contact arl@apco.org.au.*

YES

If you answered "yes" to all, you are eligible to be an ARL Marketplace Supplier. Click here to register.

Joining as an ARL Marketplace supplier

Once you've confirmed the ARL Marketplace is right for you, you're only a few steps away from listing your packaging products:

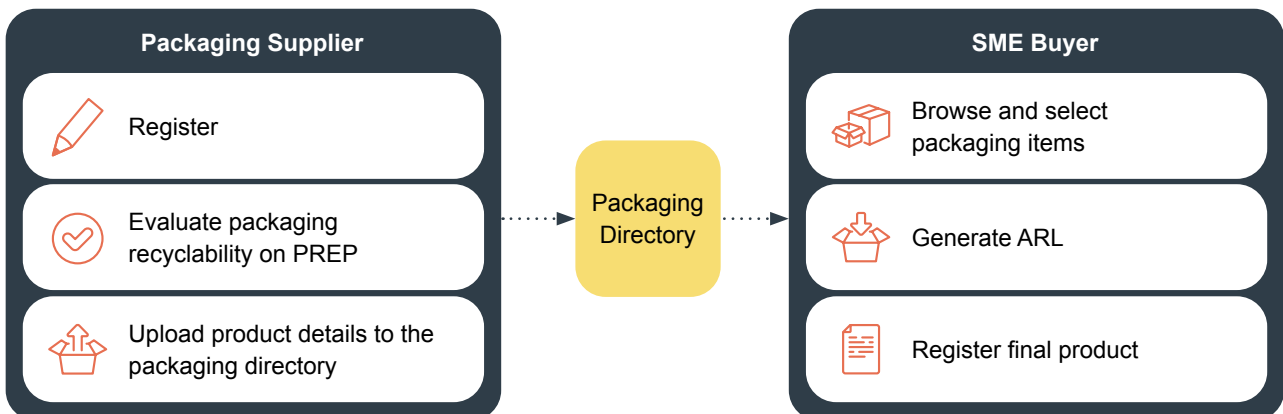| **1** Confirm	your APCO Membership status and your access to PREP. Unsure? Contact apco@apco.org.au
2 Identify	the products you may wish to list on the ARL Marketplace packaging directory and ensure they all have current PREP reports. Unsure? Contact arl@apco.org.au
3 Nominate	the appropriate person in your organisation to manage your ARL Marketplace listing (Note: this should be someone with authority to agree to T&Cs).
4 Register	and set up the ARL Marketplace account.
5 Read	the user guide.
6 Download	the CSV template and familiarise yourself with the information you will need to provide.	**Tip:** Work within your organisation to establish the best process to complete this step. If you identify any gaps or have any questions - contact arlmarketplace@apco.org.au for support.
7 Upload	your CSV file and follow on-screen instructions. You will see an on-screen message once the listing is live.
8 Get involved	by sharing the promotional pack with your sales and marketing teams, so they can notify customers that your products are listed on the ARL Marketplace and ready for ARL application.

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.
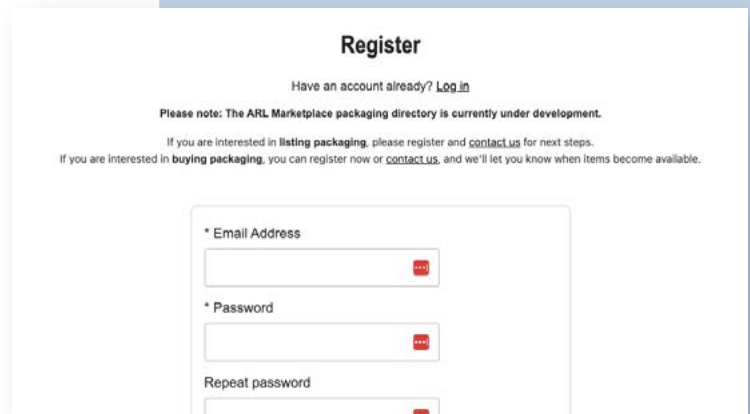
Packaging Supplier
- Register
- Evaluate packaging recyclability on PREP
- Upload product details to the packaging directory

Packaging Directory

SME Buyer
- Browse and select packaging items
- Generate ARL
- Register final product

What information do I need to provide?

You can register for the ARL Marketplace as a Supplier <u>here</u>.

Make sure you have prepared these details to register:

- **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.

- **Select Interested in:** Listing 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.

- **Please select:** Are you a packaging manufacturer or distributor

- Your **APCO Membership status.** Please select Yes or No. If you are unsure, contact APCO.

- Your company **website URL**.

- Your company **email address**.

- Your company **phone number**.

- Your company **logo**.

> These details will be publicly visible in your listing and used by SME customers to contact you for product details and purchase enquiries.

- Your **APCO Primary Industry Sector** – you should select *Packaging Manufacturers and Suppliers.*

Important: You will be required to <u>read</u> 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.

Register

Have an account already? <u>Log in</u>

Please note: The ARL Marketplace packaging directory is currently under development.

If you are interested in **listing packaging**, please register and <u>contact us</u> for next steps.
If you are interested in **buying packaging**, you can register now or <u>contact us</u>, and we'll let you know when items become available.

* Email Address

* Password

Repeat password

How to navigate the website

Use the top navigation bar to switch between screens:

• *Dashboard* displays a filtered view of your listed items and enables you to archive any items you wish to remove from the listing.

• *My Products* drop-down menu takes you to *Create Listing*, where you can download a CSV template and upload your completed product listing. You can also *Export Listing* to download your current listing file, for your records.

• *My Account* enables you to manage your account details.

• *Log out*.

How to manage your account details

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

• **Reset password** by clicking on the hyperlink to request a new password.

• **Update your company contact details:** email address, phone number, website URL or logo.

> **Note:** Contact arlmarketplace@apco.org.au if you need to make any changes to your registration details.

Listing your products on the packaging directory

1. Create a listing:

    a. **Go to** *My Products* tab and select *Create Listing*.

    b. **Download the CSV template.** Start by getting familiar with the template. Refer to the ARL Marketplace Supplier CSV Explainer (Appendix A) to understand how to correctly complete the listing. Contact arlmarketplace@apco.org.au if you have any questions. **Talk to your teams** about how best to gather this information and ensure that the formatting and content is correct.

    c. **Upload your completed products file** – use the dialog box to select and upload the CSV file. If there are any issues with the file, you will receive instructions on screen.

2. Manage your listing:

    a. **Go to** *Dashboard* and view your listed products.

    b. **Use the search filters**, when looking for item names, product types, materials, and item status.

    c. **Archive** any products you no longer wish to list, and easily unarchive them when you need to.

    d. **Check if the products have been properly synced** from your CSV file. If an error message appears you will need to re-upload the listing.

3. Export your product listing:

    a. **Go to** *My Products* tab and select *Export Listing*.

    b. **View** the most recent uploaded file name.

    c. **Click** *Export* to download this file for your records.

    d. **Use the downloaded file** to adjust any of the product listings and re-upload on the *Create Listing* page.

> **Tip:** When you export your listing spreadsheet you will be able to view the ARL Marketplace code, which you can provide to your customers for easy access on the packaging directory.

> **Tip:** As a registered ARL Marketplace supplier, you have the option of creating a Secondary Material Only (SMO) Project in PREP, to evaluate secondary materials (such as labels, caps and tags) for recyclability. This will allow you to list such items as individual products on the packaging directory and for SMEs to add secondary materials to main packaging items, and create packaging projects with their correlating ARL logos. See Appendix B for instructions.

Getting support

Got any questions? Not sure where to start? We're here to help!

Click here to visit our frequently asked questions page or contact APCO at arlmarketplace@apco.org.au

How to talk to your team about the ARL Marketplace

Congratulations on joining the ARL Marketplace!

Becoming a Supplier on the ARL Marketplace unlocks a range of benefits for your business. Here are a few talking points to help you communicate this exciting opportunity with your teams:

About the ARL and the ARL Marketplace

- We have started listing our products on a new website - the **ARL Marketplace**.
- This is an exciting new initiative, which will help our small-to-medium sized enterprise (SME) customers improve the sustainability of their packaging.
- The **ARL Marketplace** is a new directory that helps SMEs find packaging for their business and start applying the Australasian Recycling Label (ARL) on that packaging.
- The **ARL** is an on-pack labelling scheme helping consumers to recycle correctly and supporting businesses to design packaging that is recyclable at end-of-life.
- The **ARL Marketplace** features listings from packaging suppliers (like us) where all packaging has been evaluated for recyclability and to carry the ARL.
- Currently, we are listing the following products on the site [input packaging range].
- Being a supplier offers us two critical benefits – access to **new SME customers** and a **value add for our existing SME customers**, by providing a simple way to get the ARL on their packaging.

> Watch this short video explaining the ARL Program, or read more here.

How do SMEs use the ARL Marketplace?

The ARL Marketplace features a **range of free educational tools and resources** for SMEs to learn about the ARL and the benefits of sustainable packaging for businesses, customers and the environment.

The ARL Marketplace has 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.

When an SME visits the ARL Marketplace packaging directory, they:

- **browse** the ARL Marketplace packaging directory to search for packaging items,
- **contact** the supplier for more details and to complete the purchase,
- **complete** packaging selection,
- **get** the ARL logo and,
- **register** products that carry the ARL on-pack.

![ARL Marketplace logo]

Our role as an ARL Marketplace supplier

As a packaging supplier, we can help small businesses purchase our packaging and access the ARL.

For our existing customer base:

We want to encourage our existing SME customers to adopt the ARL. The ARL Marketplace is the simplest way for them to start using it. To help them along, we will:

- **Share** the news on [insert date] to let our customers know a range of our products are now listed on the ARL Marketplace and SMEs can apply the ARL on those packaging items.

- **Encourage** them to visit the ARL Marketplace website or contact arlmarketplace@apco.org.au for more information.

- **Provide specification** information to our customers, which they will need to complete their ARL registration.

- **Support** customers with questions about the process – refer to the ARL Marketplace Buyer Toolkit – Frequently Asked Questions or contact APCO at arlmarketplace@apco.org.au for any specific information required.

For new customers:

As we receive new customer enquiries coming from the ARL Marketplace, we will:

- **support** with completing the purchase,

- **provide** packaging specifications and information as required,

- **direct** the SME customer back to the ARL Marketplace website to access the ARL logo(s).

If the customer has any questions about the ARL or the ARL Marketplace, they can contact: arlmarketplace@apco.org.au

Who is considered an SME?

Businesses with an annual turnover of less than $50 million are considered SMEs and can access the ARL via the ARL Marketplace platform. Businesses with a larger annual turnover can access the ARL Program.

Do our SME customers need to pay?

Access to the ARL Marketplace is available to an SME if they are an APCO Member. APCO Membership fees are annual and can be found here for Australian businesses and here for international businesses selling into Australia. ARL Marketplace access is included in the membership and does not cost extra.

SMEs with an annual revenue of under $5 million who are not APCO Members and who wish to apply the ARL on pack, can either join APCO as a Brand Owner Member, or alternatively pay an annual fee of AU$495 (exclusive of GST). This includes unlimited access to the packaging directory, Packaging Projects and ARL previews. They will also be entitled to up to one-hour technical support and an ARL logo package.

How to talk to your customers about the ARL Marketplace

By becoming an ARL Marketplace Supplier, you are helping your customers access evidence-based recycling labels. We encourage you to spread the news about your role as an ARL Marketplace Supplier – to both your existing customer base and as an important service offering to prospective clients.

We have provided some copy to help you communicate about the Marketplace to your customers.

Key messages about the benefits of the ARL for small businesses

When talking to your customers about the ARL be sure to include the following key messages:

The ARL offers big benefits – for the environment, your customers, and your business.

Good for business: Research shows that half of Australians are more likely to buy products if it features the ARL on its packaging. It also demonstrates your business is serious about sustainability. With the ARL, you don't have to be an environmental expert to understand recycling and meet your labelling obligations. Instead, you can feel confident you are following best practice labelling guidance and not making false or misleading environmental claims.

Good for your customers: Research shows that Australians love the ARL. Three quarters of Australians want to see the ARL on every item of packaging. With the ARL, you can feel confident that you're meeting their demand for accurate recycling advice.

Good for the environment: By using the ARL, you can help your customers to recycle right and keep your packaging out of landfill and litter. When more packaging is recycled, those materials can be used again in a range of products or packaging, reducing our strain on the earth's natural resources.

How to let your customers know your products are listed on the ARL Marketplace

Dear **[audience]**,

[insert company name] has an exciting announcement – we are now listing our packaging range on the ARL Marketplace packaging directory

Our SME customers (those with a turnover less than $50 million) can now access a new and simple way of applying the Australasian Recycling Label (ARL) on their packaging.

The ARL is Australia's only evidence-based recycling label, is trusted by hundreds of businesses around Australia, and appears on more than 300,000 different products. It's also supported by Australian governments to make recycling easier.

If you haven't heard of the ARL, this short video provides an overview of the label and its business benefits.

We can help you get started in a few simple steps:

- Contact us to discuss your packaging and locating it on the ARL Marketplace.
- Sign up and reach out if you need us to assist with supporting information.
- Ask us for the packaging specification documents that you will need to complete your ARL registration.

Get ahead of your competitors and join a community of businesses that are helping the environment today.

We are thrilled to bring this opportunity to you and look forward to seeing the ARL on your packaging!

Kind regards,

Example newsletter copy

Planning your next newsletter or website update? Let your customers know your products are available on the ARL Marketplace.

At **[insert company name]** we are proud to list our packaging range on the ARL Marketplace and help small businesses around Australia to label their packaging with the Australasian Recycling Label (ARL) – Australia's only evidence-based recycling label.

By helping Australians to put the right packaging in the right bin – the ARL is enabling more packaging recycling and avoiding it going to landfill or litter.

Did you know? The ARL offers big benefits – for the environment, your customers, and your business.

Good for business: Research shows that half of Australians are more likely to buy products if it features the ARL on its packaging. It also demonstrates your business is serious about sustainability. With the ARL, you don't have to be an environmental expert to understand recycling and meet your labelling obligations. Instead, you can feel confident you are following best practice labelling guidance and not making false or misleading environmental claims.

Good for your customers: Research shows that Australians love the ARL. Three quarters of Australians want to see the ARL on every item of packaging. With the ARL, you can feel confident that you're

 ARL Marketplace

meeting their demand for accurate recycling advice.

Good for the environment: By using the ARL, you can help your customers to recycle right and keep your packaging out of landfill and litter. When more packaging is recycled, those materials can be used again in a range of products or packaging, reducing our strain on the earth's natural resources.

If you're a small business – now's the time to get started your ARL journey. More than 700 businesses are already using the ARL on their packaging. Get ahead of your competitors and join a community of businesses that are helping the environment.

To find out more about finding our packaging on the ARL Marketplace and using the ARL, visit www.arlmarketplace.org.au

Sample social media copy

Let your community know about your exciting news! Here's some example copy for your social channels. You can also download some social tiles here.

At **[insert company name]** we are proud to list our packaging range on the ARL Marketplace and help small businesses around Australia label their packaging with the Australasian Recycling Label (ARL).

By helping Australians put the right packaging in the right bin, the ARL is enabling more packaging recycling and avoiding landfill or litter.

Find out how to put the ARL on your packaging on www.arlmarketplace.org.au

#ARLMarketplace, #AustralasianRecyclingLabel, #Smallbusinessbigimpact

Did you know that research shows half of Australians are more likely to buy a product if it features the Australasian Recycling Label (ARL) on its packaging?

Help your customers to recycle right and keep your packaging out of landfill and litter – find [insert company name]'s packaging range on the ARL Marketplace, and start applying the ARL on your products.

#ARLMarketplace, #AustralasianRecyclingLabel, #Smallbusinessbigimpact

Australians love the Australasian Recycling Label! Three quarters of Australians want to see the ARL on every item of packaging.

Find [insert company name]'s packaging range on the ARL Marketplace, to start labelling your products with the ARL - Australia's only evidence-based recycling label.

#ARLMarketplace, #AustralasianRecyclingLabel, #Smallbusinessbigimpact

Frequently Asked Questions – ARL Marketplace Supplier

Do I need to be an APCO Member to list my products on the ARL Marketplace?

To list your packaging items in the packaging directory, you will need to hold a current APCO Membership. Learn more about APCO Membership types.

Do I need to pay a fee to register my products on the ARL Marketplace? What is the cost?

Access to the ARL Marketplace is included in your APCO Membership fees. APCO Membership fees are annual and can be found here for Australian businesses and here for international businesses selling into Australia.

What is PREP and why do I need to use it?

The Packaging Recyclability Evaluation Portal (PREP) is an online tool that guides brand owners and packaging designers to help determine whether a packaging component is recyclable if disposed at kerbside. Uniquely, it provides feedback to the PREP user to explain why a component is not recyclable, which potentially allows for design changes prior to market release. PREP simulates the recycling ecosystem and has the capability to evaluate the technical recyclability of a package considering its weight, shape, size, inks and glues. It then maps it against the population percentage that has access for that item to be recycled via the council kerbside recycling service, using the data from RecyclingNearYou.com.au which gets updated annually.

If your packaging item has previously been evaluated through PREP, you may be able to list it directly. In some cases, you'll need provide some more information via the CSV template.

If you have not used PREP before, reach out to APCO for support at arl@apco.org.au

Why do I need to use a template?

A uniform data structure is used for all ARL Marketplace listings. The template will ensure that your products are listed correctly and with the appropriate ARL logo.

How do I add or remove listed items?

You will be able to use the same file upload process to update your listing.

How do I know my data is secure?

The ARL Marketplace data transfer and storage is encrypted and compliant with industry standards. Only the information your organisation shares on the packaging directory is publicly available, and you can edit that at any time. If you have any specific questions or concerns, please contact arlmarketplace@apco.org.au.

How long does it take to list my products?

Once you upload your CSV file, you will receive an on-screen notification confirming your listing has been added to the packaging directory.

How much will my customers have to pay?

Access to the ARL Marketplace is available at no additional cost to an SME, if they are an APCO Member. APCO Membership fees are annual and can be found here for Australian businesses and here for international businesses selling into Australia.

SMEs with an annual revenue of under $5 million who are not APCO Members and who wish to apply the ARL on pack, can either join APCO as a Brand Owner Member, or alternatively pay an annual fee of AU$495 (+ GST). This includes unlimited access to the packaging directory, Packaging Projects and ARL previews. They will also be entitled to up to one-hour technical support and an ARL logo package.

What support will I receive?

When you join the ARL Marketplace as a supplier you will be able to make use of the information included in the Supplier Toolkit:

• ARL Marketplace Supplier Toolkit – how to talk to your teams about the ARL Marketplace opportunity.

• ARL Marketplace Promotional Kit – A set of customer marketing sample texts for EDM copy, website and social media posts.

• ARL Marketplace user instructions.

• Support from APCO with setting up your PREP access and reports.

Appendix A - ARL Marketplace Supplier CSV Explainer

We've created a summary of all the CSV fields, to help your organisation prepare your product data for listing on the packaging directory.

If you have any questions, please reach out to arlmarketplace@apco.org.au

Product Attributes (CSV column titles)	Required / Optional	Publicly displayed?	Data Type	Description	Notes	Example
Product Code	Required	Yes	Nvarchar (50)	Supplier's product code.	Used for search.	*PLB 000001*
Product Name	Required	Yes	Nvarchar (200)	Name of the product as displayed in directory.	Used for search.	*PET Bottle 1L*
Product Description	Required	Yes	Nvarchar (1000)	Description of product, product overview (short description).	Used for search. **This free text section can also include information on additional product sizes available or important notes for buyers.**	*"Plastic drinking bottle 750ml"; "additional sizes available: 500-800ml"; "this label is best applied to HDPE containers. Contact supplier to ensure best fit"*
Available OnDirectory	Required	No	Boolean	Indicates if the product will be available on the packaging directory (TRUE/ FALSE).	Indicates if the product will be available as a searchable packaging solution in the directory. **Please note the default value is FALSE.**	*TRUE*
IsAttachPart	Required	No	Boolean	Indicates if this product is attached to another product (TRUE/FALSE).	Indicates this product is attachable to another product. (e.g., labels, caps or lids that could be attached to a box, bottle, tin or jar) **Please note the default value is FALSE. This is relevant only to Secondary Material Only (SMO) projects in PREP.**	*FALSE*

Product Attributes (CSV column titles)	Required / Optional	Publicly displayed?	Data Type	Description	Notes	Example
SKU/UPC	Required	Yes	Nvarchar (500)	The supplier's product SKU or UPC number.	Used for search. This field allows multi-value separated by comma (generally 12 characters each). **Note: enter this number in the PREP "Reference" field.**	UPC-A 042100005264
MOQ	Optional	Yes, if available	Decimal (16,2)	Minimum Order Quantity, in units.	Used for search. This information will appear on the product page, and will be used as a filter option.	1000
Colour	Optional	Yes, if available	Nvarchar (500)	Allows multi-value separated by comma.	Used for search.	Black, Silver, Blue, Red, Yellow
Industry	Optional	Yes, if available	Nvarchar (1000)	Allows multi-value separated by comma.	Used for search.	Dairy, Beverage
Product Type	Required	Yes	Nvarchar (1000)	Allows multi-value separated by comma.	This data will be used in the filtering options and appear on product page.	Bottle
Material Type	Required	Yes	Nvarchar (500)	Allows multi-value separated by comma.	This data will be used in the filtering options and appear on product page.	PET
Size - Volume (mm)	Optional	Yes, if available	Decimal (18,4)	Volume measurement in mm. One millilitre is the amount of liquid that would fill one centimetre cube.	Either volume mm or capacity ml data will be used for search and displayed in the directory.	500
Size - Capacity (ml)	Optional	Yes, if available	Decimal (16,2)	Capacity measurement in ml. One millilitre is the amount of liquid that would fill one centimetre cube.	Either volume mm or capacity ml data will be used for search and displayed in the directory.	750
Size Interior - Height (mm)	Optional	Yes, if available	Decimal (16,2)	Interior Height measurement.	This data will be used in the filtering options.	304.8
Size Interior - Width (mm)	Optional	Yes, if available	Decimal (16,2)	Interior Width measurement.	This data will be used in the filtering options.	50
Size Interior - Length (mm)	Optional	Yes, if available	Decimal (16,2)	Interior Length measurement.	This data will be used in the filtering options.	20

Product Attributes (CSV column titles)	Required / Optional	Publicly displayed?	Data Type	Description	Notes	Example
Size Interior - Diameter (mm)	Optional	Yes, if available	Decimal (16,2)	Interior Diameter measurement.	This data will be used in the filtering options.	*1.5*
Size Interior - Neck Finish (mm)	Optional	Yes, if available	Decimal (16,2)	Interior Neck Finish measurement.	This data will be used in the filtering options.	*24*
Size Exterior - Height (mm)	Optional	Yes, if available	Decimal (16,2)	Exterior Height measurement.	This data will be used in the filtering options.	*304.8*
Size Exterior - Width (mm)	Optional	Yes, if available	Decimal (16,2)	Exterior Width measurement.	This data will be used in the filtering options.	*13*
Size Exterior - Length (mm)	Optional	Yes, if available	Decimal (16,2)	Exterior Length measurement.	This data will be used in the filtering options.	*2.5*
Size Exterior - Diameter (mm)	Optional	Yes, if available	Decimal (16,2)	Exterior Diameter measurement.	This data will be used in the filtering options.	*16*
Size Exterior - Neck Finish (mm)	Optional	Yes, if available	Decimal (16,2)	Exterior Neck Finish measurement.	Used for search.	*30*
Size - Weight (g)	Optional	Yes, if available	Decimal (18,4)	Weight of the product.	Used for search.	*50*
Size - Peak Load (kg)	Optional	Yes, if available	Decimal (12,4)	Maximum load of the product.	Used for search.	*3*
Structure Type	Optional	Yes, if available	Nvarchar (500)	Allows multi-value separated by comma.	Used for search.	*Rigid*
Shape/Style	Optional	Yes, if available	Nvarchar (1000)	Allows multi-value separated by comma.	Used for search.	*Bottle*
Application	Optional	Yes, if available	Nvarchar (1000)	Allows multi-value separated by comma.	Used for search.	*Non-Carbonated Beverages*
Recycled Content	Optional	Yes, if available	Nvarchar (500)	Allows multi-value separated by comma.	Used for search.	*free text, e.g., Yes/No, percentage (%)*
Food Contact Approved	Optional	Yes	Boolean	Indicates if the item is approved for food contact.	Used for search. **Please note the default is FALSE.**	*TRUE*
Stackability	Optional	Yes	Boolean	Indicates if the item is stackable.	Used for search. **Please note the default is FALSE.**	*TRUE*
Vented	Optional	Yes	Boolean	Indicates if the item is vented or sealed.	Used for search. **Please note the default is FALSE.**	*FALSE*
SearchViewImage	Optional	Yes, if available	Nvarchar (1000)	The URL to an existing product image, with licence to download for display on ARL Marketplace directory.	Syncs link to the search view list card.	*https://apco.org.au*
Status	Required	No	Nvarchar (20)	Indicates if this row is an added, updated or removed record.	Value will be "Add", "Update" or "Remove".	*Add*

Product Attributes (CSV column titles)	Required / Optional	Publicly displayed?	Data Type	Description	Notes	Example
ProductId	Automatically populated when exporting CSV	No	Unique identifier	The Product ID from the ARL Marketplace.	The ARL Marketplace ProductId is generated for each product created / uploaded to the directory. In the initial upload, this field will be empty. The ID will become available when exporting a listing. **This ID is an internal system code only, and not intended to share with customers (see "ARL Marketplace Code" for search function).**	*12345*
PREP_ProjectId	Automatically populated when exporting CSV	No	int	ID of prep_ project.	Retrieved from PREP. Can be duplicated for various products that share the same PREP Project.	*10001*
PREP_ ProjectName	Automatically populated when exporting CSV	No	Nvarchar (500)	Name of project in PREP.	Project Name created on PREP. Can be duplicated for various products that share the same PREP Project.	*Water bottle 750ml*
ARL Marketplace Code	Automatically populated when exporting CSV	Yes	Nvarchar (50)	Unique code to the ARL Marketplace.	Will be automatically generated and available when exporting product listing CSV.	**Note: Suppliers can provide this code to customers, for easy access via directory search field .**
Manufacturer/ Distributor	Required	TBC	Nvarchar (50)	Enter Manufacturer or Distributor.	This information will assist buyers to identify their preferred supplier mode.	*Manufacturer, Distributor*

Appendix B - Creating a Secondary Material Only Project on PREP

1. What is a Secondary Material Only project?

A Secondary Material Only (SMO) Project provides an opportunity to evaluate secondary materials (such as labels, caps and tags) for recyclability in PREP.
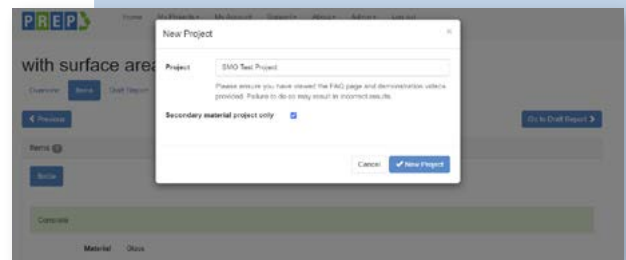
As a registered ARL Marketplace Supplier you have the option of creating an SMO project, to allow you to list such items as individual products on the ARL Marketplace Directory.

This will enable SMEs to add secondary materials to main packaging items, and create packaging projects with their correlating ARL logos.

Please note, this process is not applicable to the standard ARL Program and is only to be used to list products on the ARL Marketplace.

2. Creating a new SMO Project

When starting a New Project, activate the "Secondary material project only" tick box in the pop-up window, as shown here:

3. Entering project details

Enter the details for:

    a. Project Name (e.g., ABC *Label X*)

    b. Description (e.g., Bottle label)

> **Note:** The Project-level Description refers to the overall project (e.g. Laminated bottle label), whereas the Description in the section below is for the Secondary Material element. There could be multiple Secondary Material elements for a SMO, and each can have a Description (e.g., Paper backing and LPDE sealing layer).

    c. Reference (e.g., *23456789B*)

    d. Product Category (e.g., *Beverage*)

    e. Markets into which the product will be sold (tick box).

Provide secondary material details:

    a. Description (e.g., *Label*)

    b. Secondary Material (select from drop-down menu)

- Other: PFAS, Other Material
- Plastic: PET, HDPE, PVC, PVDC, LDPE, PP PS, EPS, PLA, Silicone, Biopolymer, Water dissolvable bioplastic, EVOH, Other Plastic
- Glass
- Paper: Paper, Cardboard, Glassine, Wet Strength Paper, Waxed Paper, Gable Top Carton, Aseptic LPB (Foil lined)
- Metal: Aluminium, Steel
- Batch ink.

c. Bonding (select from drop-down menu)

- None
- Water soluble glue
- Non-water soluble glue
- Laminated (double sided)
- Laminated (single sided)
- Threaded connection
- Push fit
- Plastic welded
- Shrink fit
- Foiling
- Pressure sensitive adhesive
- Vacuum metallisation.

d. Ink type(s) (select from drop-down menu)

- None
- Water soluble ink
- Non-water soluble ink
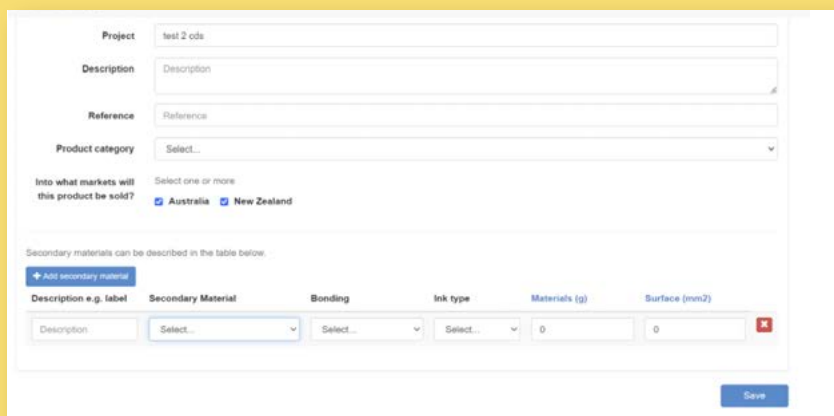- UV inks and coatings.

e. Materials (g).

f. Surface (mm^2).

Notes:

1. You can add multiple Secondary Materials by clicking on the blue "**+ Secondary Material**" button. This would apply, for instance, when a paper label has a plastic laminate attached.

2. You can access more information on Materials (g) and Surface (mm^2) by clicking the "i" symbols:

Weight (g) - For projects with only Secondary Materials, PREP needs to know the weight (g) of each Secondary Material. Once it is combined with a Primary Material in the ARL Marketplace, the % Weight of each Secondary Material will be calculated.

Surface (mm^2) - For projects with only Secondary Materials, PREP needs to know the Surface Area (mm^2) of each Secondary Material (assuming it is a 2D label/sticker). Once it is combined with a Primary Material in the ARL Marketplace, the % Surface of each Secondary Material will be calculated.

4. Save Project

Once you have entered all the SMO project details, click on the Save button and the project will appear in your Organisation's Current Projects list.

Note: SMO projects will appear at the bottom of your organisation's projects list. Click the Project Creation Date column heading, to view the newly created SMO projects on top.

Want to learn more about the ARL?

Visit **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**
- Phone: 02 8381 3735
- Email: **arlmarketplace@apco.org.au**
- Linkedin: **www.linkedin.com/company/australian-packaging-covenant-organisation**

Australian Institute of Packaging (AIP)

- Website: **www.aipack.com.au**
- Phone: 07 3278 4490
- Email: **info@aipack.com.au**
- LinkedIn: **www.linkedin.com/in/australianinstituteofpackaging**

Australian Food and Grocery Council (AFGC)

- Website: **www.afgc.org.au**
- Phone: 02 6273 1466
- Email: **afgc@afgc.org.au**
- Facebook: **www.facebook.com/austfoodgrocery**
- Linkedin: **www.linkedin.com/company/australian-food-and-grocery-council**

National Retail Association (NRA)

- Website: **www.nra.net.au**
- Phone: 1 800 738 245
- Email: **sustainability@nra.net.au**
- Facebook: **www.facebook.com/NationalRetailAssociation**
- Linkedin: **www.linkedin.com/company/national-retail-association/?originalSubdomain=au**

ARL Marketplace

APCO AUSTRALIAN PACKAGING COVENANT ORGANISATION

National Retail Association

AIP AUSTRALIAN INSTITUTE OF PACKAGING

AUSTRALIAN FOOD & GROCERY COUNCIL

This project received grant funding from the Australian Government.