



The Arnott's Group marks National Recycling Week by shifting to 100% recyclable displays

Sydney, Australia – 10 November 2021

The Arnott's Group has today announced that all new point-of-sale displays, across grocery and convenience channels will be 100% recyclable. This forms part of the Group's commitment to eliminate unnecessary plastic and brings us closer to the 2025 Australian APCO Packaging Targets.

The new displays, developed together with manufacturer Lithocraft, will replace the regular plastic clips with 100% recyclable paper clips made from a highly durable compressed paper and will utilise water soluble varnish, instead of laminates to allow for greater recyclability of the cardboard itself.

The display towers, which are being rolled out from November, are transported in cardboard boxes and any merchandising materials in compostable or biodegradable shrink wrap, which can be discarded in food organics bins.

Arnott's Group Chief Customer Officer, Michelle Foley said the shift was driven by the ingenuity of our people in collaboration with our partners at Lithocraft.

"We've identified an opportunity where a small change, that does not impact the consumer experience, could have a profound impact on the environment.

"We've made the decision to bypass a trial and commit to fully recyclable displays and point of sale materials, a change that will reduce our plastic to landfill by 25.5 tonnes each year, and allow us to recycle over a million pieces of cardboard, much of which would have previously ended up in landfill."

"As a large Australian manufacturer, we appreciate the role that we play in Australia's food system and the responsibility that we have for the planet. We're continuing to seek out new and innovative ways to reduce our environmental footprint at the same time as we drive growth across our business.

Lithocraft Managing Director, Nick O'Sullivan said that together with the Arnott's Team, they were committed to implementing proactive strategies that offset the impact of the point of sale materials that they produce.

"From design through to delivery, we ensure the materials we use are considered, the quantities we produce are non-excessive and are transported in compostable or recyclable outer packaging."

"We produce the majority of the Arnott's point of sale materials at our Melbourne facility which utilises renewable solar energy which dramatically reduces our CO2 output and Ecoclean technology (recycling) to ensure zero harm to the environment ."

The first 100% recyclable display is instore now, featuring some of our iconic baking biscuits available in the lead up to Christmas.

The Arnott's Group is determined to make recycling as easy as possible for our consumers, which is why we have committed to including the Australasian Recycling Label across 100% of our products by 2023, with 56% of products already bearing the label.

The cases and cartons used for Arnott's products are already made from over 95% recycled content, while over 90% of shelf cases have changed from white to brown boxes over the past four years, removing thousands of tonnes of bleached paper from the supply chain each year.

Media Contacts:

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