

# There is a Better Way



Visy's 100% recycled plastics plant, the first of its kind in Australia, has successfully launched recycled PET and HDPE into several of our customers' products. Using Visy's recycled plastics allows our customers and consumers to showcase their commitment to sustainability, clearly supporting the Australian Packaging Covenant's (APC) sustainable packaging initiatives. Subsequently, Visy has established a new logo, Re+, for the benefit of our customers to use on their Visy purchased recycled PET and HDPE plastic products under a licence agreement.

The launch of the logo has been accompanied by an expansion of the Visy "For a Better World" tagline. In a recent advertising campaign, Visy promoted for the first time to consumers directly, that there is "A Better Way". This was designed to inform consumers, and our customers, that buying products with this logo is the easiest way to identify with a recycled plastic product, commonly understood by consumers as an environmentally friendly reuse of plastic packaging.

Visy has launched our recycled PET at a range of different levels. The Re+ logo can signify the inclusion of varying amounts of recycled content (currently 15%, 30%, 50% or 100%) in the product through the use of changeable percentage (%) content wording.

Text taken from: <https://www.visy.com.au/there-is-a-better-way>

*The information and statistics in this document are approximate and have been simplified for educational/illustrative purposes. They should not be relied upon for any other purpose.*

## How do I know if I am recycling right?

Just follow these ten tips:

### 10 TOP TIPS TO RECYCLE RIGHT

- 1. Recycle right.** Recover all paper, cardboard, plastic bottles and containers, glass bottles and jars, aluminium cans and foil and steel tins.
- 2. Do not put recyclables in plastic bags.** Use a tub or basket to carry these items to your recycling bin.
- 3. Donate your old clothes and shoes.** These items do not belong in the recycling bin and if they can't be donated they should be put in the waste bin.
- 4. Leave lids and labels on plastic bottles.** The recycling process will remove these.
- 5. Garden waste belongs in your green waste bin.** Do not put lawn clippings or branches in the recycling bin.
- 6. Conserve water by not rinsing.** Just empty any food or liquid before you put items in the recycling bin.
- 7. Take care not to put waste in your recycling bin.** Make a conscious effort to separate your recyclables and waste and place them in the correct bins.
- 8. Compost food scraps.** These can be used on your garden as fertiliser.
- 9. Have local council or private recyclers take your white goods** (fridges, washing machine, dryers etc.).
- 10. Dispose of electronic waste correctly.** Enlist the services of electronic retailers who have recycling bins for discarded appliances (mobile phones, batteries etc).

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