

Changes to labelling for containers up to 60 litres

In response to feedback from growers, farmers and retailers the Agrecovery Foundation is changing the Container programme labelling requirements for participating brand owner products. Feedback from a number of brand owners was sought and incorporated into the final changes.

The addition of the website and “Free Recycling” wording now makes it easier for customers to know that the product can be recycled via Agrecovery.

The requirement for all eligible products to be labelled with an Agrecovery logo within 12 months of joining the programme is outlined below and will be incorporated into the Brand Guidelines shortly.

CONTAINER LABELS

Labels are available to be incorporated into product artwork in vertical or square formats as an eps or jpg file. The logos can be printed in either colour or black and white.

Suggested sizing is as follows:

Vertical (Small)



32.5mm x 10mm (minimum size)

Vertical (Large)



36mm x 16mm (preferred size)

Square



30mm x 30mm (preferred size)
20mm x 20mm (minimum size)

Where space on product artwork is limited the Vertical (Small) or Square (at a minimum size of 20mm x 20mm) can be used.

The standard Agrecovery logo (without the website or “Free Recycling” + website) should no longer be added to new product artwork. Brand owners whose products currently feature the standard Agrecovery logo should transition to the new format as product artwork is amended.

Sticker option for eligible products

The square label in colour is also available as a stand-alone sticker (30mm x 30mm) which can be purchased by brand owners for placing on eligible containers, replacing the previous Agrecovery logo stickers. Please contact Agrecovery for these stickers. (This sticker is different from the User Pays Sticker which users can buy to recycle their non-participating brand owner containers.)