



# **APC ACTION PLAN**

**November 2016**

**–**

**October 2021**

## **OVERVIEW**

As a signatory to the Australian Packaging Covenant, Sperling Enterprises will actively seek to adopt industry best practice in packaging design and development in order to comply with the covenant.

As a company we recognise our responsibilities towards the community and we aim to undertake the necessary measures to reduce our impact on the environment whilst keeping our customer's requirements in mind.

Our place in the supply chain is that of a "Brand Owner/Packaging User".

## **COMPANY INFORMATION**

Sperling Enterprises is an Importer Wholesaler of Automotive Accessories, Household products and Water Sports Goods. We are a 100% Australian owned family company that commenced trading in 1971. Over the years the company has grown to employ over 50 people across its 2 Sydney locations.

Sperling Enterprises specialises in the following categories:

- Car Seat Covers including tailor made seat covers
- Car Mats
- Auto Accessories
- Domestic Household products – Ironing Board Covers and laundry products
- Pet Products – Beds, collars, pet toys
- Kenco Car Care Products – Air fresheners, wash mitts, sponges, cloths, brushes
- Auger Products - Wiper Blades, trailer nets, tie downs
- Cape Byron Water Sport Products

Sperling Enterprises continues to be a market leader by striving to deliver fashionable products of the highest quality at affordable prices. Our products can be readily found in major Retailers and also stand alone stores across Australia and in New Zealand.

## **CURRENT PACKAGING MATERIALS USED**

As an importer, products arriving from our Suppliers in China are already packed.

Our product packaging normally consists of a PVC bag with a cardboard insert card.

Packaging materials used include:

- PVC Blisters
- PVC Bags
- Cardboard Insert Cards
- Cardboard Swing Tags
- Cardboard PDQ Units
- Cardboard Shipping/Outer Cartons
- Cardboard Outer/Inner Cartons
- Plastic Inner Bags
- ABS Plastic
- Shrink Wrap

Most of our shipping cartons are re-used to ship products to our customers. This practice has been in place for 8 years. We have also put into practice the removal of all inner cartons/packs where not essential to cut down on the amount of packaging used.

We also do our best to ensure we recycle as much waste as possible to reduce the amount of waste going into land fill.

## **Recycle**



**SPERLING BRANDS**



## **COVENANT CONTACT**

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## **ACTION PLAN ENDORSEMENT**

Sperling Enterprises has communicated its goals to various internal departments in regards to complying with its obligations under the APC. Each department that can influence outcomes have responsibility to make sure they help the company achieve its overall goal. The departmental responsibilities are as follows:

### **DESIGN & PRODUCT DEVELOPMENT**

Team will monitor packaging and product trends both locally and overseas to make sure the best course of action is taken. Waste minimisation will feature prominently throughout the process along with the disposal, reuse and recycling of packaging.

### **SALES**

Team will push our initiatives to retailer consumers and educate them about our products and reasoning behind APC inspired innovations. The benefits to the environment as well as awareness of APC commitments will be communicated to all stakeholders.

### **WAREHOUSING & LOGISTICS**

Team will be mindful to eliminate waste in cartons and other consumables and make sure that waste is recycled or re-used wherever possible. Carton sizes should also be optimised to maximise the efficiency of transportation and reduce the carbon footprint.

Peter Sperling  
Managing Director  
Sperling Enterprises Pty Ltd

## **SCHEDULE FOR PACKAGING REVIEWS**

<b>Category</b>	<b>Review Period</b>
Auto	January – April
Domestic	February – May
Car Care	February – April
Pets	February - May
Water Sports	March - May

Goal 1 – Design: Optimise packaging to achieve resource efficiency and reduce the environmental impact without compromising product quality and safety.

KPI 1	Action	Responsibility	Timeframe	Baseline Data	Target
Implement the SPG for design or procurement of packaging.	We will maintain a database of new products launched and record against it using a reporting form to ensure we have considered all of the APC guidelines when designing our new product packaging.	Design & Product Development Team	All new products designed from 1 March 2012	Currently packaging is designed to comply with Government regulations only.	All new products designed with APC goals in mind. When all existing product reviewed APC goals will be kept in mind.
	We will review packaging on all existing product as we review the various categories.	Design & Product Development Team	Ongoing.		



Goal 2 – Recycling: the efficient collection and recycling of packaging.

KPI 3	Action	Responsibility	Timeframe	Baseline Data	Target
<p>On-site recovery systems for recycling used packaging.</p>	<p>Review existing waste streams.</p> <p>Continue to recover existing recyclable products.</p>	<p>Warehousing &amp; Logistics</p>	<p>Annually</p>	<p>We currently have on-site recycling facilities managed by Sita and Mil-tek Waste. They both collect on a regular basis.</p>	<p>Existing waste streams reviewed and opportunities for increased recovery identified.</p> <p>Existing recovery practices maintained and improved where appropriate.</p>
<p>KPI 4</p> <p>Policy to buy products made from recycled packaging</p>	<p>We have adopted a policy to buy as many recyclable products or with recycled content as possible.</p>	<p>Design &amp; Product Development Team</p>	<p>Since 1 July 2013</p>	<p>Suppliers are requested to use recycled products wherever possible.</p> <p>A large proportion of our products are made in China which has limited access to products made from recycled packaging. A portion of our NBR car mats are already made from recycled materials.</p>	<p>Adopt the policy to buy as many recycled products as possible.</p>

Goal 3 – Product Stewardship: A demonstrated commitment to product stewardship by the supply chain and other signatories.

KPI 6	Action	Responsibility	Timeframe	Baseline Data	Target
<p>Formal processes for working with others to improve packaging design and recycling of packaging.</p>	<p>We will establish a yearly review to work with our packaging suppliers to identify further opportunities for packaging improvement.</p>	<p>Design &amp; Product Development Team</p>	<p>Since December 2013</p>	<p>No formal process in place.  We have already taken steps to add the “recycling Logo” to all new products where recyclable materials are used.</p>	<p>5% reduction in packaging used per annum.</p>
<p>KPI 7 Demonstrate other stewardship outcomes.</p>	<p>Look to reducing PVC content in packaging.</p>	<p>Design &amp; Product Development Team.</p>	<p>2011</p>	<p>No formal process in place.</p>	<p>Reduce PVC usage by 10% over the next 5 years.  Refrain from using “single use” cartons on all new items.</p>
<p>KPI 8 Reduction in the number of packaging items in the litter stream.</p>	<p>Review all labelling of packaging to educate the consumer to dispose of all recyclable packaging in a responsible manner and change packaging where appropriate.</p>	<p>Design &amp; Product Development Team</p>	<p>All new products designed from 1 March 2012</p>	<p>No formal review of the existing labelling used on packaging.</p>	<p>All labelling on packaging reviewed and changes applied where appropriate.</p>