

Burton Australia Pty Limited

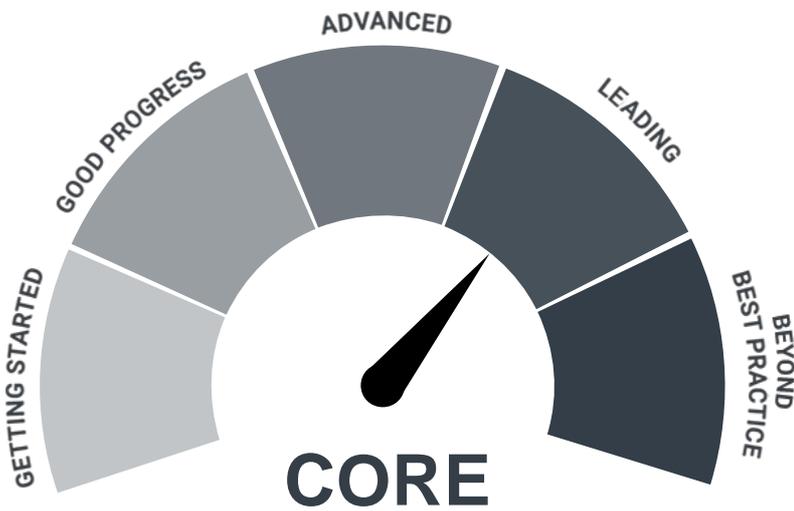
Website
www.burton.com

Primary Industry Sector
Clothing / Footwear / Fashion

Packaging Supply Chain Position
Importer / Supplier

ABN
02 9935 9000

DASHBOARD



SUMMARY

For the 2019 APCO Annual Report, *Burton Australia Pty Limited* has achieved Level 4 (Leading) for the core criteria. All seven core criteria were answered and six out of six recommended criteria were answered.

INDICATORS

This Annual Report shows the organisation's performance against the APCO Packaging Sustainability Framework.

CORE: All core criteria.

RECOMMENDED: All answered recommended criteria.

TOTAL: Sum of all core and answered recommended criteria.

LEADERSHIP: All criteria that defines leadership on packaging sustainability.

OUTCOMES: All criteria that lead to direct improvement in packaging sustainability.

OPERATIONS: All criteria related to business operations for improving packaging sustainability.

Burton Australia Pty Limited

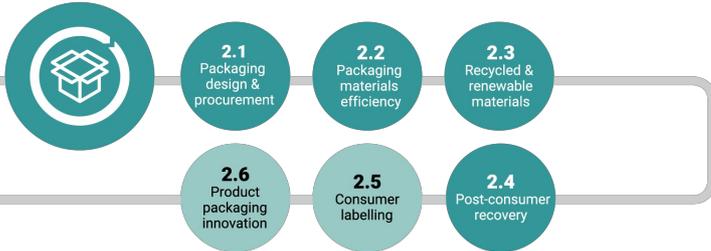
REPORTING FRAMEWORK

OVERVIEW

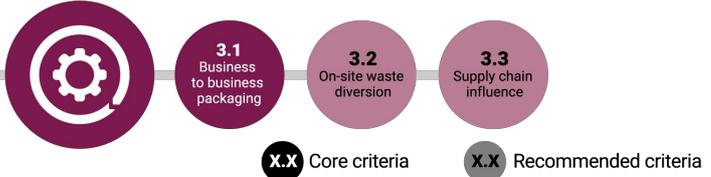
1. LEADERSHIP



2. OUTCOMES



3. OPERATIONS



X.X Core criteria

X.X Recommended criteria

LEVEL DESCRIPTION

LEVEL 0

NOT YET STARTED

The organisation does not have a plan and has not started investigating options for action under the relevant criteria.

LEVEL 1

GETTING STARTED

The organisation is developing a plan or is investigating options for action under that criteria (e.g. agreeing on goals and targets).

LEVEL 2

GOOD PROGRESS

There are documented procedures in place (e.g. to implement the Sustainable Packaging Guidelines) or some progress has been achieved, data tracking shows up to 20% of products have achieved the desired outcome.

LEVEL 3

ADVANCED

The organisation has specific, measurable targets in place, or data tracking shows that >20% of products have achieved the desired outcome.

LEVEL 4

LEADING

The organisation has more rigorous procedures in place, or an ambitious target has been met e.g. >50% of products have achieved the desired outcome.

LEVEL 5

BEYOND BEST PRACTICE

The organisation has more rigorous procedures in place, or an ambitious target has been met e.g. 100% of products have achieved the desired outcome.

ABOUT THE APCO FRAMEWORK

The APCO Packaging Sustainability Framework (the Framework) aims to provide a consistent and transparent framework for assessing and tracking packaging sustainability across organisations. The Framework consists of thirteen independent criteria that belong to three separate categories. These categories are (i) Leadership, (ii) Packaging Outcomes and (iii) Operations. The diagram above shows the different criteria included within each of these three categories.

There are two types of criteria within the Framework:

- **Core criteria** are mandatory and must be answered by all Members when completing the Annual Reporting Tool.
- **Recommended criteria** are not mandatory, but Members are encouraged to complete as many recommended criteria as possible.

Each criteria is divided into five levels of performance ranging from 'getting started' to 'beyond best practice'. The diagram above illustrates the key differences between performance levels. Please see www.packagingcovenant.org.au for more information.

ABOUT APCO

APCO is a co-regulatory, not for profit organisation that partners with government and industry to reduce the harmful impact of packaging on the Australian environment. APCO promotes sustainable design and recycling initiatives, waste to landfill reduction activities and circular economy projects. APCO Annual Reports are a key Membership obligation, providing Member organisations with a transparent method to track their packaging sustainability performance. Annual reporting also supplies APCO with valuable data and information to identify industry trends and advancements.

Burton Australia Pty Limited

FREE FORM QUESTIONS

Describe initiatives, processes or practices that you have implemented during your chosen reporting period that have improved packaging sustainability.

In December of 2017, Burton announced ambitious sustainability goals to achieve by the end of 2020 (product season 2022). These goals are structured so that we can't succeed as a business without succeeding at sustainability. We aim to maximize our positive social impact and minimize our negative environmental impact while continuing to deliver high quality and innovative products. Our commitments are framed as Our People, Our Product, and Our Playground. As part of these efforts, all retail packaging is being updated to: contain a minimum of 80% recycled materials; be 100% reusable, recyclable, or compostable; be right-sized in order to minimize waste and optimize for shipping – reducing the carbon footprint from transportation and distribution; and to communicate packaging sustainability attributes and disposal instructions. We have made significant progress since initiating packaging sustainability projects in the 2014/2015 season. A progress report will be published on April 22, 2019 at <https://www.burton.com/us/en/sustainability>.

Describe any opportunities or constraints that affected performance within your chosen reporting period.

As a wholesaler and retailer with global distribution, Burton faces the complexity of designing packaging solutions that are optimized across countless distribution centers, many markets, varied sales infrastructure, and differing recovery streams. We are working to simplify our packaging materials and construction in support of universal recyclability. Whilst most our packaging initiatives are driven by our US based head office, by joining APCO in 2018 and completing this first reporting exercise, our Australian office was able to better understand our global sustainability efforts and identify areas on which we can have a positive impact.

CASE STUDIES

Case Study

Beginning in the 2017-18 season, Burton replaced its previously non-recyclable base-layer apparel packaging with a fully recyclable corrugated cardboard box made from 80-percent post-consumer recycled materials. Using the new eco-friendly box eliminated the use of what Senior Sustainability Manager Jenn Swain calls "granola bags" (a co-laminated plastic bag with a foil liner and a craft paper exterior, not unlike the bags used for coffee and some granolas.) The old bags produced an estimated 10,285 pounds of landfill waste annually. During the same season, Burton removed the cardboard bindings divider in its retail boxes, saving an estimated 90,000 lbs or 770 trees per season.

Case Study

Beginning in the 2016-17 season, Burton changed the bags on its adult snowboards from a polypropylene plastic to a paper bag that is both recyclable and compostable. The move saves 73,722 pounds of plastic per season worldwide.

Burton Australia Pty Limited

COMMITMENTS

The Action Plan detailed below, is a public commitment to advancing packaging sustainability outcomes as a Member of APCO. Members are encouraged to have a comprehensive internal plan with the steps they will take to fulfill their commitments.

Criteria 1.1 PACKAGING SUSTAINABILITY STRATEGY (core)

5. Beyond best practice

Your organisation is committed to: Publicly reporting progress towards packaging sustainability.

Criteria 1.2 CLOSED-LOOP COLLABORATION (core)

2. Good progress

Your organisation is committed to: Joining a collaborative initiative to address a shared packaging sustainability problem, or working with others to set one up.

Criteria 1.3 CONSUMER ENGAGEMENT (recommended)

5. Beyond best practice

Your organisation is committed to engaging consumers about packaging sustainability by: (1) Including packaging information on your website or other publications. (2) Applying on-pack claims or labels. (3) Applying labels that encourages active consumer engagement. (4) Designing packaging to reduce the impacts of consumption. (5) Running a marketing campaign.

Criteria 1.4 INDUSTRY LEADERSHIP (recommended)

3. Advanced

Your organisation is committed to: (1) Investigating collaborative or industry leadership actions to improve packaging sustainability. (2) Having at least one leadership initiative externally recognised through an award or other formal process. (3) Actively engaging with peers and/or the community to promote packaging sustainability, and sharing sustainability knowledge for non-commercial purposes.

Criteria 2.1 PACKAGING DESIGN & PROCUREMENT (core)

5. Beyond best practice

Your organisation is committed to: Evaluating all packaging using a rigorous Life Cycle Assessment (LCA) approach.

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COMMITMENTS

Criteria 2.2 PACKAGING MATERIALS EFFICIENCY (core)

4. Leading

Your organisation is committed to: Reducing packaging weight or optimising packaging material efficiency in more than 50% of products.

Criteria 2.3 RECYCLED & RENEWABLE MATERIALS (core)

5. Beyond best practice

Your organisation is committed to: Incorporating or optimising recycled and/or renewable content in all products.

Criteria 2.4 POST-CONSUMER RECOVERY (core)

4. Leading

Your organisation is committed to: Having more than 50% of primary packaging be recoverable through existing post-consumer recovery systems and achieving the highest potential environmental value.

Criteria 2.5 CONSUMER LABELLING (recommended)

3. Advanced

Your organisation is committed to: Labelling more than 20% of products with disposal or recovery information.

Criteria 2.6 PRODUCT-PACKAGING INNOVATION (recommended)

3. Advanced

Your organisation is committed to: Evaluating and optimising more than 20% of product-packaging systems using Life Cycle Assessment (LCA) or similar.

Criteria 3.1 BUSINESS-TO-BUSINESS PACKAGING (core)

2. Good progress

Your organisation is committed to: Reducing consumption of single use business-to-business (B2B) packaging by up to 20% or optimising up to 20% of B2B packaging for efficiency and reuse.

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COMMITMENTS

Criteria 3.2 ON-SITE WASTE DIVERSION (recommended)

1. Getting started

Your organisation is committed to: Investigating opportunities to divert solid waste generated at facilities (factories, warehouses, offices, retail stores etc.) from landfill.

Criteria 3.3 SUPPLY CHAIN INFLUENCE (recommended)

4. Leading

Your organisation is committed to engaging its supply chain about packaging sustainability by: (1) Communicating goals and guidelines. (2) Providing support to suppliers to improve their understanding of goals and strategies. (3) Collaborating with key suppliers to share knowledge. (4) Having processes to evaluate risks and opportunities for influence.

SIGN OFF

Darren Sulway

General Manager

Wednesday, 17 April 2019

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