

Annual Report and Action Plan

Company Name: **PVH Brands Australia Pty Limited**

Trading As: **PVH Brands Australia Pty Limited**

ABN: **15165485290**

About APCO

Australian Packaging Covenant Organisation (APCO) is a co-regulatory not-for-profit organisation leading the development of a circular economy for packaging in Australia. APCO's vision is a packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy and labour within the local economy.

Each year, APCO Brand Owner Members are required to submit an APCO Annual Report and an APCO Action Plan. This document is the Annual Report and Action Plan output for the organisation listed above. This document provides the overall performance level of the organisation, as well as any commitments they have made to work towards on their packaging sustainability journey. This document may also include additional information provided by the Member in their report.

Overall Performance **Leading**

The chart below indicates the overall performance level of this organisation listed above in the 2025 APCO Annual Report. The organisation's reporting period was February, 2024 - January, 2025



Understanding APCO Annual Reporting performance levels:

- | | |
|--------------------------------|--|
| 1 Getting Started: | You are at the start of your packaging sustainability journey. |
| 2 Good Progress: | You have made some first steps on your packaging sustainability journey. |
| 3 Advanced: | You have taken tangible action on your packaging sustainability journey. |
| 4 Leading: | You have made significant progress on your packaging sustainability journey. |
| 5 Beyond Best Practice: | You have received the highest performance level and have made significant progress on your packaging sustainability journey. |

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Additional Information

The information below indicates additional information that the organisation included in their APCO Annual Report.

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

We expanded the scope of the PVH packaging data analysis for FY2023 to include retail and operational packaging, building upon product and transit packaging channels reported for FY2022. We used packaging consumption insights to inform development of a multi-pronged sustainable packaging strategy. These new targets strive to reduce our packaging footprint, foster reuse, and use more recycled content. Please refer to our new packaging targets in our 2023 Corporate Responsibility Report.

Please use the space below to provide examples or case studies of exemplary packaging sustainability conducted by your organisation.

To maintain quality while reducing plastic waste, Calvin Klein began transitioning to recycled paper packaging.

Following a successful pilot in North America, Calvin Klein continued to transition all Calvin Klein men's underwear boxes in Europe and Asia Pacific from plastic to recycled paper. For women's underwear that is displayed on tables in retail stores, the brand is replacing plastic polybags with an FSC-certified, paper-based alternative.

In Australia our Nancy Ganz Shapewear brand relaunched their packaging from Sept 23, with all Swing Tags and Collars now being made of FSC certified recycled paper and Polybags now being made of 100% recycled LDPE. They also now feature the ARL on their packaging.

Our Australian – designed Van Heusen brand also undertook a significant packaging update that came into effect for FY24. Our objective was to align our packaging with the Australian National Packaging Targets, enhancing our commitment to recycled content. Our new packaging strategy encompasses recycled content in all aspects, including Suit Bags, Polybags, Hangtags and Hangers, as well as Collar Stays and Card inserts. Suiting Hangers have been updated from rigid polystyrene to 100% recycled polypropylene, making them easier for consumers to recycle at end-of-life. Additionally all transit Polybags have been updated to 100% recycled LDPE or polypropylene content, with Suit Bags now made from 100% recycled polypropylene, significantly reducing the use of virgin plastic. Hangtags in 100% FSC recycled paper are now attached to the garments by 100% recycled paper hangtag strings, eliminating unnecessary single-use plastic seals.

APCO Action Plan Commitments

For each of the Packaging Sustainability Framework criteria listed below, a description is provided along with the commitments made by the organisation in their APCO Action Plan.

Criteria 1:

Governance & Strategy:

This criteria considers actions to integrate packaging sustainability into business strategies.

- Develop a strategy that includes goals (objectives) and targets for packaging sustainability that addresses the Sustainable Packaging Guidelines (SPGs) or equivalent.
- Include a commitment to achieving the 2025 National Packaging Targets in our strategy.
- Have our executive or board of directors review our strategy and have the strategy integrated within our business processes.
- Regularly communicate and promote packaging sustainability objectives and targets within our organisation.
- Regularly engage or communicate with our external stakeholders about the environmental impacts of our packaging.
- Actively participate in initiatives to promote packaging sustainability outside of our organisation.

Criteria 2:

Design & Procurement:

This criteria considers actions taken to ensure that sustainability principles are considered in the design or procurement of both new and existing packaging through use of the Sustainable Packaging Guidelines (SPGs).

- Review **100%** of our packaging against the Sustainable Packaging Guidelines (or equivalent).
- Improve the accuracy of our data regarding reviews of packaging using the Sustainable Packaging Guidelines (or equivalent).
- Incorporate the Sustainable Packaging Guidelines (or equivalent) into procurement processes.
- Consider the following Sustainable Packaging Principles in our packaging reviews:
 - Design for recovery
 - Optimise material efficiency
 - Design to reduce product waste
 - Eliminate hazardous materials
 - Use of renewable materials
 - Use recycled materials
 - Design to minimise litter
 - Design for transport efficiency
 - Design for accessibility
 - Provide consumer information on environmental sustainability
- **100%** of our packaging to be optimised for material efficiency.
- Improve the accuracy of our data regarding packaging material efficiency.

Criteria 3:

Recycled Content:

This criteria considers actions taken to increase or optimise the amount of recycled material used by your organisation.

- Develop a policy or procedure to buy products and/or packaging made from recycled materials.
- Use recycled content in:
 - Our products
 - Primary packaging that we use to sell our products

- Secondary packaging that we use to sell our products
- Tertiary packaging that we use to sell our products
- Other items which we purchase (e.g. office stationary and suppliers etc.)
- 99% of our packaging to be made using some level of recycled material
- Improve the accuracy of our data regarding use of recycled materials.

Criteria 4:

Recoverability:

This criteria considers actions taken to improve the recovery of packaging at end-of-life and increase use of reusable packaging.

- 30% of our packaging to be designed to have all packaging components be recoverable at end-of-life.
- Improve the accuracy of our data regarding recoverability.
- Use PREP to assess the recyclability of our packaging through kerbside collection in Australia and/or New Zealand.
- Investigate opportunities to use reusable packaging.
- Improve the accuracy of our data regarding reuse.

Criteria 5:

Disposal Labelling:

This criteria considers the extent to which packaging has been labelled to help consumers determine what to do with packaging at end-of-life.

- 1% of our packaging to have on-pack labelling to inform correct disposal.
- Improve the accuracy of our data regarding labelling.

Criteria 6:

On-site Waste:

This criteria considers progress in increasing the amount of on-site solid waste being diverted from landfill.

- Have recycling programs for the following materials:
 - All materials have recycling programs
- Aim for 88% of our on-site waste to be diverted from landfill.
- Improve the accuracy of our data regarding on-site waste.

Criteria 7:

Problematic Materials:

This criteria considers the extent to which organisations are actively phasing out problematic and unnecessary single-use plastic packaging and preventing/reducing litter.

- Help reduce litter by:
 - Conducting regular clean ups
 - Participating in Business Clean Up Day
- Phase-out the following problematic and unnecessary single-use plastic items:
 - Rigid polystyrene (PS) packaging