

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 2026 APCO Annual Report. The organisation's reporting period was February, 2025 - January, 2026.



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.

Contact

A: Suite 1402, Level 14, 55 Clarence Street, Sydney, NSW, 2000
E: apco@apco.org.au

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 12-month reporting period that have improved packaging sustainability

We expanded the scope of the PVH packaging data analysis from 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 packaging targets in our 2024 Corporate Responsibility Report.

Describe any examples or case studies of exemplary packaging sustainability conducted by your organisation during your 12-month reporting period.

PVH implemented operational shifts to globally reduce the number of cartons and consolidated carton dimensions for key product categories, contributing to a reduction in our average packaging weight.

To prioritize this shift, we implemented measures including transitioning plastic underwear boxes to recycled paper content and increasing the use of polybags made with recycled content.

Calvin Klein completed the transition of all men's underwear boxes in Europe and Asia Pacific from plastic to recycled paper packaging following a successful pilot in North America. Tommy Hilfiger reduced its plastic packaging footprint by 22% in 2024 and fully transitioned all plastic polybags to 100% recycled content.

Our Australian-designed Van Heusen brand introduced several significant updates that came into effect in late FY24. Suiting Hangers destined for customers were updated from rigid polystyrene to 100% recycled polypropylene, making them easier to recycle. Additionally, transit Polybags were updated to 100% recycled LDPE or polypropylene content, significantly reducing the use of virgin plastic. Hangtags in FSC recycled paper are now attached to the garments by recycled paper hangtag strings, eliminating unnecessary plastic components.

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.

Criterion 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 contribute to the achievement of the National Packaging Targets in our strategy.

- Have our executive or board of directors review our strategy and have the strategy integrated within our organisation 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.

Criterion 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
- **100%** of our packaging to be optimised for material efficiency.
- Improve the accuracy of our data regarding packaging material efficiency.

Criterion 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 content
- 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 content

- Improve the accuracy of our data regarding use of recycled content.

Criterion 4:

Recoverability:

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

- 70% 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.
- Investigate opportunities to use reusable packaging.
- Improve the accuracy of our data regarding reuse.

Criterion 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.

- Improve the accuracy of our data regarding labelling.

Criterion 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
- Aim for **88%** of our on-site waste to be diverted from landfill.
- Improve the accuracy of our data regarding on-site waste.

Criterion 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 on-site
 - Participating in a planned Business Clean Up Day
- Phase-out the following problematic and unnecessary single-use plastic items:
 - Rigid polystyrene (PS) packaging

