

BREAD TAG LAUNCH

What are the bread tags made from?

The bread tags are made from 100 per cent recycled cardboard from both consumers and industrial sources that is food grade safe.

Why was cardboard chosen as the material for our sustainable bread tags?

Our dedicated Research & Development team explored many solutions. Cardboard was selected for its strength, durability and sustainability, being 100% recyclable and made from 100% recycled cardboard.

Will the cardboard bread tags keep my bread fresh?

There will be no compromise on freshness or taste. The new sustainable bread tags provide the same Tip Top quality that millions of Australians enjoy freshly baked every day and have trusted since 1958.

How does the integrity of the tag hold up after several days use, or after storage in the freezer?

The tags have gone through rigorous testing and have demonstrated durability in even the toughest, and coldest of conditions (including the freezer).

Why are the bread tags only in South Australia? Why not the whole of Australia?

The tags will be rolled out across Australia over the next 2 years eventually removing over 400 million plastic tags per year from our waste streams.

How will this reduce plastic waste?

This initiative will remove 11 million plastic bread tags from South Australian waste streams by the end of 2021 and will eventually eliminate over 400 million plastic tags per year as they roll out nationally.

Why are there different colours on the tags? What does this mean?

The colours are for Internal use to help merchandisers prevent food waste.

COLLECTION AND RECYCLING

How are the bread tags recycled?

Tip Top cardboard bread tags can be recycled in kerbside recycling bins. The best way to do this is to tuck the tag inside other paper or cardboard products, to give them the best chance of being upcycled.

Why do I have to put my cardboard bread tag in another piece of recycling?

The size of the tags requires them to be tucked inside something else being recycled this prevents them from being lost or caught in the transportation from home to recycling plant.

What happens to my bread tags once I recycle them? (SA specific)¹

The contents of your kerbside recycling bin is taken to a Materials Recycling Facility where It is sorted and separated then sent to a recycling facility to be recycled into new products.

SUSTAINABILITY VISION

You can read more about our sustainability vision and initiatives on our website
