

## About EMPAC

EMPAC, European Metal Packaging, brings the European rigid metal packaging manufacturers together. EMPAC is a material-neutral (aluminium and steel) organisation tasked with protecting and promoting the European rigid metal packaging industry. With some 200 plants and over 50,000 employees across Europe, metal packaging produces around 70 billion units per year and represents 17% of the packaging industry, by turnover.

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# Sustainability

## The Advantages of Metal Packaging



# Sustainability

Sustainability is today one of the most important subjects industries have to address.

In this leaflet the metal packaging industry sets out a number of key messages, together with the advantages these offer, in terms of sustainability. Consumers, retailers, brand owners and legislators need to understand clearly what each packaging medium offers in a clear and concise manner. This is especially important in terms of safety and protection for consumers, value for users, and product viability going forward.



Sustainability is defined as

“ Meeting the needs of present generations without jeopardizing the needs of future generations. Social, economic and environmental needs are inseparable and interdependent components of human progress. ”

(Extracts from the UN World Commission on Environment and Development, Brundtland Report 1987)

Metal packaging offers a comprehensive range of advantages in the near and long term. These have been grouped under the following sections:

1. Cans prevent waste
2. Cans keep consumers safe and healthy
3. Cans are cost effective and economical through the supply chain
4. Cans are produced from viable sources of raw materials
5. Cans are the packaging recycling champions
6. Cans use resources with care consistently achieving – “more with less”

We trust you will find the contents informative and helpful.

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# Sustainability of Metal Packaging

is a combination of

- economic factors
- social requirements
- environmental aspects



Metal packaging, whether made from steel or aluminium, fulfils all the aspects of sustainability.

## Cans prevent waste



## Cans

- Deliver 100% protection against oxygen, gas, light, moisture or other contamination
- Are unbreakable
- Reduce household waste when compared with other packaging

## Canned Products

- Are kept until needed and not thrown away
- Retain all their properties longer than any other packaging

# 2

Cans keep consumers safe and healthy



# 3

Cans are cost effective and economical through the supply chain



## Cans

- Are best in class for reliability and safety
- Offer 100% protection from harmful contamination – since they are hermetically sealed
- Are the ideal packaging for potentially hazardous goods (e.g. paints, varnishes or household cleaners, ...)
- Are trusted by consumers

## Canned products

- Retain vitamins and nutrient levels without preservatives

## Cans

- Have the fastest filling rates – saving resources
- Require minimal secondary packaging – saving resources
- Are stacked higher than most alternatives – saving resources
- Are delivered from factories normally located near customers – saving transport

## Canned products

- Only need quick heating – saving energy and increasing convenience
- Do not need refrigeration – saving energy

## Cans are produced from viable sources of raw materials

# 4



- Aluminium and Iron are the 3rd and 4th most abundant elements in the earth's crust
- 75% of all primary aluminium is still in use and available through recycling
- 19 billion tonnes of steel are still in use and available through recycling
- High recycling rates contribute significantly to the efficient and economic use of primary materials thus further enhancing the long-term viability of metal

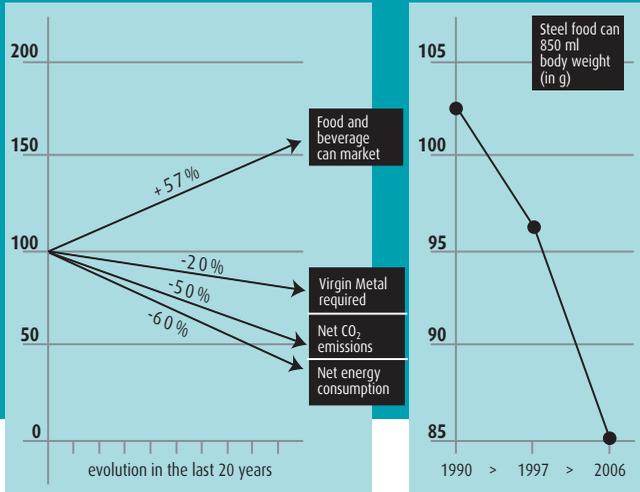
## Cans are the packaging recycling champions

# 5



- Metal has the best recovery and recycling rates among all key competing packaging materials and is improving year on year
- Recycling rates in 2006 were 66% for all steel cans and 58% for aluminium drinks cans in the EU
- Metal is recycled an infinite number of times without loss of its essential properties. Metal goes back to metal
- Metal packaging collection for recycling is simple and cost efficient: there are multiple collection systems in the EU and cans suit them all
- Recycling reduces energy consumption and CO<sub>2</sub> emissions significantly

# Cans use resources with care consistently achieving "more with less"



- Key savings come from ● Recycling ● Lightweighting
- Steel packaging recycled in 2006 saved:
  - 4,8 million tonnes of iron ore
  - 1,7 million tonnes of coal
  - 4,7 million tonnes of CO<sub>2</sub>
- Each year the metal packaging industry does more with less – each steel can recycled saves double its weight in CO<sub>2</sub>
- Recycling saves 70% of the energy required for the production of steel from raw materials and 95% of the energy required for primary aluminium production
- Over the last 20 years cans have become on average 33% lighter – and our industry is committed to continuing this trend



Safe as Cans