EcoDesign Concept

Responsible trading

Future generations must be able to find a healthy environment. Therefore, measures to protect the environment and resources are part of our values and corporate strategy. Here you can discover what we as a company and with our metal packaging are doing in terms of sustainability:

The working circular economy

In 2018, the European Union massively tightened the existing guideline for packaging and packaging waste (PPWD). The new legislation is a fundamental paradigm shift in terms of packaging policy: The focus is no longer on renewable packaging materials or resource efficiency, but on achieving a circular economy. Merely reducing the weight of packaging is no longer enough to avoid packaging waste. Instead, packaging materials that can effectively be recycled are increasing.

Packaging from single materials, such as metal, is perfectly suitable for the new requirements. Metal packaging can be easily separated from other waste and the infrastructure for this is already well developed. It is **always further recycled** and the secondary raw materials market is working well. In Germany, steel cans have the highest recycling quota of all packaging, at nearly 91%. The future specification is already being met. In the EU, this figure is currently 80.5% with a target of 80% by 2030.

Comply with the packaging proposal, which closes the loop and preserves raw materials, and show it with our logo:

Source: Metal Packaging Europe

EcoDesign metal tins

	Recycles Forever	Reduced Material	Recycled Content	Reduced Carbon	Product Safety
Concept	Metal tins are fully recyclable. They are recycled in well-established recycling streams.	Thin-walled tins are highly efficient and convey the feeling of quality.	All metal tins contain recycled steel supporting the circular economy. Our latest product RecyCan® is made of 100% recycled steel from consumer waste.	With CO2-reduced steel packaging you can reduce your scope 3 of the GHG protocol significantly and reach your sustainability targets.	Reduce food waste, improve shelf life, keep the freshness and longevity of your product with metal packaging.

Recyclable Design

Metal packaging can be easily recycled and processed into new products because it is made almost entirely from one material. When it comes to recycling, the packaging is separated from other materials in sorting facilities, quite simply with magnets. So, for example, today's food will be tomorrow's car body, and then further in the future a ship's propeller or even part of a can. This way, the raw materials used do not go to waste; they find further use in a perfect cycle. "Use instead of use up" is the principle. The recyclability of tinplate cans is 95-100%, depending on the use of labels, sealant or direct printing technologies.

Less use of materials

The less materials used for a metal tin, the smaller the environmental impact in terms of CO_2 footprint. With new materials, we manufacture thin-walled tinplate cans. We get efficient, good quality, highly-developed packaging steel from suppliers in Europe with short transport routes in Switzerland.

Tins made with recycled steel

All tinplate cans contain some recycled steel. For our demanding customers selling organic products, we are moving far away from the status quo and pushing can recycling to the extreme: From now on, we offer food-compliant tinplate cans made from **nearly 100% recycled steel.** This gives manufacturers the possibility to put their sustainable products in high-grade recycled packaging, which can be recycled almost endlessly. The yearly quantity is restricted due to availability of the recycle fraction and the new processing route.

Reduced Carbon

By producing steel with reduced CO2 emissions at our supplier, we have overcome another obstacle in materials science to offer customers premium, comprehensively sustainable packaging. Saving up to 70% – not by buying compensation certificates, but by reducing carbon emissions in a real way.

Minimized food waste

Did you know that in the EU, around 88 million tons of food is destroyed each year? In 2017, this amounted to 93 kilograms per consumer. The EU plans to reduce food waste per capita by half at retail and consumer levels by 2030. To do this, the right packaging decisions are important: packaging steel is highly developed and effectively protects food against air, water and light. In metal tins, nutrients and appearance are preserved and the smell remains fresh.
Tinplate cans meet regulatory requirements for food contact, they are shock-resistant and guarantee damage-free transport. With all of the advantages, metal tins contribute significantly to minimizing food waste.

Member of

SVM
Schweiz. Verband Metallverpackungen