

## Recycling it helps save resources

Can recycling saves approximately **3 million tonnes of GHG emissions per year in Europe.\***

\* Aluminium beverage can recycling in Europe in 2018, Metal Packaging Europe

## It's infinitely recyclable

Made from a **permanent material that can be fully recycled without loss of quality**, the beverage can is a great fit for the circular economy.

## It's lightweight

Ongoing efforts to reduce the weight of drink cans have **significantly reduced the environmental impact of transporting beverages.**

## It's manufactured at high speed

The latest engineering advances are used to ensure that beverage cans are manufactured with high precision, at an impressive speed of up to **2500 cans per minute.**

## It even reminds you to recycle!

More and more brands are using the **Metal Recycles Forever logo** to effectively communicate the **infinite recyclability of the beverage can** and remind us to recycle.



# 10 BENEFITS OF THE BEVERAGE CAN

Metal Packaging Europe

**METAL**  
recycles forever

## It's easy to recycle

Beverage cans are not just recyclable, **they're actually recycled!**

## It's incredibly strong

The can is very strong, lightproof and has a hermetic seal. This means that it is highly resistant to shocks and capable of **protecting its contents, ensuring that it arrives at its final destination in perfect condition.**

## It's available in a wide variety of portion sizes

A **wide range of different can sizes** ensures that consumers are able to find a can for all occasions and have greater control over portion sizes.

## It's easily stackable

You can't beat the strength and stability of the beverage can; it's the perfect option for **efficient transport and storage!**

## It's an innovative packaging solution

With **customisable printing designs**, the large, printable surface area **serves as a 360-degree billboard for brands.**